

# Annual Report on China's Exhibition Industry (2024)



CHINA COUNCIL FOR THE PROMOTION  
OF INTERNATIONAL TRADE

**Sponsor**

China Council for the Promotion of International Trade

**Editor**

Department of Exhibition Management of 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.

**Editorial Committee****Director:**

Li Qingshuang

Vice Chairperson, China Council for the Promotion of International Trade

**Executive Directors:**

Wu Shengrong

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

Zhao Ping

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

**Deputy Directors:**

Shu Huan

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

Yan Chenhui

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

**Project Coordinators**

Zhang Shujing, Zhang Bo, Sun Yang, Luan Qingang, Huang Jia, Han Jianbing, Fang Shuo

**Writers**

Zhang Jixing, Li Shilong, Wang Fenglong, Yuan Hang, Tian Kangming, Xu Haiyue, Niu Yurou

**Special Thanks**

Yu Hua, Xu Zhongwei, Liu Jiajun

## Preface

2024 is a crucial year for reaching the goals set out in the 14th Five-Year Plan. Overall, China's national economy has maintained stability with steady progress. The country has steadily cultivated new quality productive forces and continuously deepened its reform and opening-up. Solid advancements have been made in Chinese modernization, which has contributed to a trend of steady development in the exhibition industry.

As an integral part of the modern industrial system, the exhibition industry serves as a vital platform for fostering higher-standard opening up, advancing Chinese modernization comprehensively, and promoting high-quality economic development. In 2024, new quality productive forces have emerged as a key driver for the high-quality development of China's exhibition industry. Local governments at all levels view the exhibition sector as an important lever for economic growth. Foreign-invested enterprises have maintained confidence in the Chinese market, and major international expositions like the China International Import Expo (CIIE) and the China International Supply Chain Expo (CISCE) have served as important platforms for advancing China's high-standard opening up. Businesses have intensified their efforts and increased the frequency of participating in and organizing exhibitions abroad, making significant contributions to stabilizing foreign trade and optimizing its structure.

Since 2005, the China Council for the Promotion of International Trade (CCPIT) has released the *Annual Report on China's Exhibition Industry*, analyzing the annual trends and characteristics of the exhibition industry. The report has garnered wide recognition both domestically and internationally, offering valuable references and guidance for the industry. Under the commission of the Department of Exhibition Management of CCPIT (Office of International Exhibitions Bureau and World Expo Affairs), CCPIT Academy has produced

the *Annual Report on China's Exhibition Industry 2024*. The report studies economic and trade exhibitions held in professional venues with an area of more than 2,000 square meters<sup>1</sup>. The data primarily comes from the local trade promotion councils and the China International Exhibition Center's (CIEC) exhibition database. For overseas exhibitions, the report covers projects approved by CCPIT and have been actually executed, with data derived from CCPIT's Overseas Exhibition Approval Management System. Through in-depth research, data analysis, policy research, and expert discussions, we have thoroughly examined the development environment, general characteristics, domestic and overseas exhibition developments, and exhibition venue markets of China's exhibition industry in 2024. We have also provided a comprehensive analysis of the status of China's exhibition industry in 2024 and its future outlook for 2025.

---

1 Economic and trade exhibitions, defined by the national standard GB/T 26165-2021, are exhibitions whose primary function is business activities such as trade, investment, and economic cooperation. Events such as sales fairs, carnivals, New Year goods festivals, and various celebrations, competitions, and summits are not included in the scope of this report.

# CONTENTS

## 01

### Chapter 1

#### **Analysis of the Development Environment of China's Exhibition Industry in 2024**

- I.New quality productive forces leading to high-quality development of China's exhibition industry / 078
- II.Governments viewing the exhibition industry as a vital lever for economic development / 079
- III.Easier travel for foreign nationals to China making the exhibition industry more international / 084
- IV.Foreign-invested enterprises (FIEs) continuing to see opportunities in the Chinese market / 087

## 02

### Chapter 2

#### **General Characteristics of China's Exhibition Industry in 2024**

- I. Steady growth and positive momentum in China's exhibition industry / 090
- II. New quality productive forces as a hot exhibition theme for the year / 091
- III. Acceleration of market-oriented transformation of China's exhibition industry / 092

IV. Rising level of internationalization in China's exhibition industry / 093

V. Strong momentum of rapid growth in overseas exhibitions / 094

03

Chapter 3

**Analysis of Domestic Exhibition Development in China in 2024**

I. Stable project quantity and increased exhibition area / 098

II. Concentration of domestic exhibitions in key regions / 099

III. Expanded average exhibition area and improved structure / 103

IV. Significant increase in industry and technology exhibitions / 107

04

Chapter 4

**Analysis of China's Overseas Exhibition Development in 2024**

I. Steady increase in the frequency and scale of overseas exhibitions / 116

II. Significant growth in overseas exhibitions in Asia and Western Europe / 118

III. Germany, the United States, and Russia remained the primary countries of focus for overseas exhibitions / 122

IV. An increased number of participating companies in specialized exhibitions / 124

V. A more heightened initiative to organize exhibitions overseas / 129

VI. Increasing concentration of exhibition organizers / 131

## 05

## Chapter 5

**Analysis of China's Exhibition Venue Market in 2024**

- I. Stability in the number of operating exhibition venues compared to last year / 136
- II. Increasing concentration of exhibitions in major venues / 137
- III. Multiple new exhibition venues gradually put into use / 138

## 06

## Chapter 6

**Analysis of Key Exhibitions in 2024**

- I. The 7th CIIE promoting an inclusive approach to economic globalization / 144
- II. The Second CISCE expanding new horizons for global win-win cooperation and development / 146
- III. Record-breaking numbers of overseas buyers at the 135th and 136th Canton Fairs / 151
- IV. China International Fair for Trade in Services (CIFTIS) 2024 advancing "Global Services, Shared Prosperity" / 155
- V. The 4th China International Consumer Products Expo led global new consumption trends and stimulated new consumer vitality. / 157

## 07

## Chapter 7

**Outlook for the Development of China's Exhibition Industry in 2025**

- I. The high-quality development of the exhibition industry will keep injecting vitality into economic development. / 162

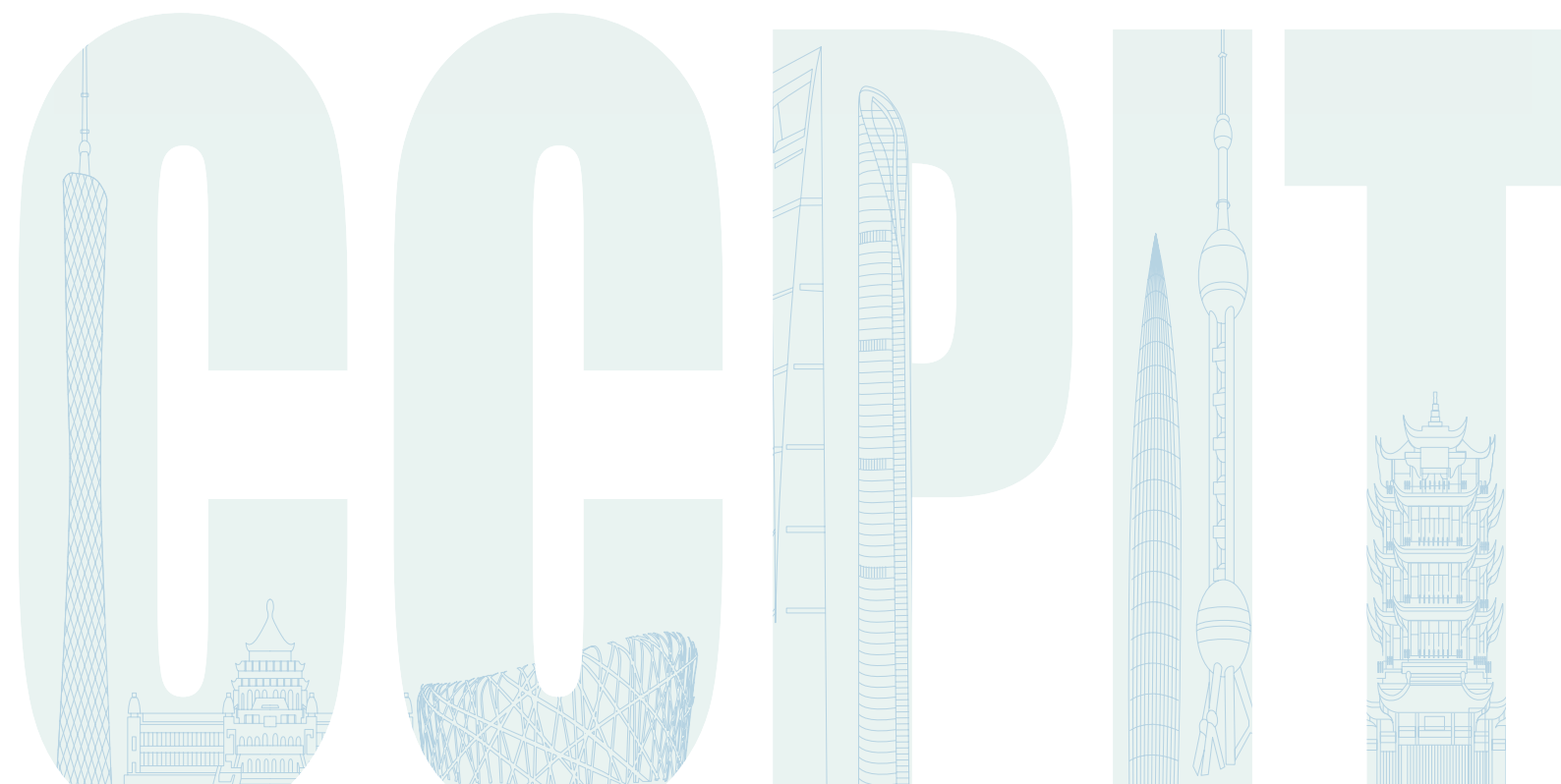
- II. Increased marketization drives standardized and efficient development of the exhibition industry. / 164
- III. Technological innovation serves as the critical engine driving the high-quality development in the exhibition industry. / 165
- IV. The green philosophy fosters industry consensus to advance low-carbon and sustainable development. / 166



# Chapter 1

---

## **Analysis of the Development Environment of China's Exhibition Industry in 2024**



The overall stability and steady progress of China's economy in 2024, marked by solid progress in high-quality development and the growth of new quality productive forces, along with the ongoing deepening of reform and opening up, have established a robust foundation for the development of various industries, including the exhibition industry. Recognizing the significant role that the exhibition industry plays in boosting economic growth, governments at all levels have taken proactive measures to promote its development, focusing on making it more market-oriented, professional, and international.

## I. New quality productive forces leading to high-quality development of China's exhibition industry

President Xi Jinping pointed out that cultivating new quality productive forces stands as an intrinsic requirement and an important focus of pursuing high-quality development. Primarily driven by innovation, new quality productive forces break free from traditional economic growth modes and productivity development paths, feature high technology, efficiency and quality, and represent an advanced form of productivity aligned with the new development philosophy. Their core hallmark is a significant increase in total factor productivity. With innovation as the trait and quality as the key, new quality productive forces are advanced productivity in essence.

China's exhibition industry is at a critical juncture of optimizing configuration and enhancing quality. Continuous reform and innovation are necessary to unlock its full potential and drive the sector toward higher-quality development. Technological innovation spurs the development of new industries, business models, and growth drivers, all of which are essential for cultivating new quality productive forces. To develop new quality productive forces in the exhibition industry, it is necessary to accelerate digital industrialization, continuously cultivate new industries, business forms and models, using new drivers to promote new development. In recent years, innovation in technologies like the internet, big data, cloud computing, artificial intelligence and blockchain has been accelerating. It now permeates every field and the whole process of economic and social development. The integration of the exhibition industry and the digital economy has accelerated, where "digital and intelligent transformation" became key to

creating new demand, new business models, and new growth areas. The digital transformation of the exhibition industry is a crucial step in aligning with the latest technological revolution and capitalizing on new opportunities for industrial transformation.

In 2024, all localities were encouraged to leverage trends in big data, cloud computing, artificial intelligence, and other technologies, utilizing human-machine interaction, AI, big data visualization, and metaverse technologies to promote the rapid development of “digital + exhibition + experience” scenarios. For example, Beijing took proactive steps to enhance the digital capabilities of its exhibition venues. By perfecting the construction of 5G distribution systems to ensure comprehensive 5G coverage and deploying advanced information technology infrastructure, Beijing leveraged cutting-edge technologies such as artificial intelligence and digital twins to transform its venues into smart, digitally integrated spaces. Hangzhou promoted the application of holographic projection, augmented reality (AR), virtual reality (VR), and AI-driven interactive systems, organizing exhibitions and conferences based on the principles of energy efficiency, environmental protection, and green, low-carbon practices.

## II. Governments viewing the exhibition industry as a vital lever for economic development

*The Resolution of the Central Committee of the Communist Party of China on Further Deepening Reform Comprehensively to Advance Chinese Modernization*, adopted at the Third Plenary Session of the 20th CPC Central Committee, emphasized: “Refining the institutions and mechanisms for developing the service sector”. The exhibition industry serves as a crucial bridge linking production and consumption, supply and demand, and domestic and international markets. It is an important lever for enhancing the efficiency of industrial and supply chains and a key platform for building a modern market system and a new open economy. High-quality development of the exhibition industry is an integral part of “refining the institutions and mechanisms for developing the service sector”. At all levels, the Chinese government views the exhibition industry as a vital lever for promoting economic development, aiming to accelerate the “multiplier effect” of exhibition economics to more

effectively support broader economic development.

At the central level, the state underscores the importance of leveraging exhibition platforms to facilitate exchange and cooperation, supporting foreign trade enterprises in expanding domestic markets and domestic trade enterprises in exploring international markets. In December 2023, the General Office of the State Council issued the *Several Measures for Accelerating the Integrated Development of Domestic and Foreign Trade*<sup>1</sup>, detailing actions in five areas to expedite the integrated development of domestic and foreign trade. These measures include harmonizing rules and regulations, facilitating market channel connectivity, and optimizing the development environment for domestic and foreign trade. In terms of facilitating the connection between domestic and foreign trade market channels, the importance of platform-based exchanges and matchmaking events is underscored.

At the local level, governments across China have introduced a series of policies to boost the exhibition industry in 2024, viewing it as a vital lever for driving high-quality economic development. They have aimed to accelerate the development of a modern exhibition economy system to enhance the international influence and competitiveness of their cities. For example, at a city-wide service industry high-quality development conference held in February 2024, the city of Qingdao emphasized the importance of bolstering and optimizing its exhibition industry by adopting professional, market-oriented, and international practices, actively attracting and hosting large-scale exhibitions, while promoting the development of green and digital exhibitions to enhance overall exhibition quality.

**The government has supported the growth of exhibition enterprises and promoted coordinated development among large, medium, and small-sized exhibition enterprises.** Local governments have aimed to cultivate leading exhibition enterprises with advanced concepts, diversified development, and innovative models, while supporting the development of small and medium-sized exhibition enterprises and encouraging their collaboration. They have been promoting the scaled, specialized, and branded development of these enterprises to create a market system where large enterprises take the lead, while smaller ones develop

---

1 Source: Official Website of the Chinese Government, [https://www.gov.cn/zhengce/content/202312/content\\_6919596.htm](https://www.gov.cn/zhengce/content/202312/content_6919596.htm).

in balance. For instance, Shanghai has been encouraging local exhibition companies to expand their operations on a larger scale, pursuing group-based and diversified development, and engaging in cross-regional, cross-industry, and cross-sector joint ventures. To strengthen their organizational capabilities, these companies have also been supported to explore domestic and international collaborations, as well as mergers and acquisitions. Tianjin has encouraged enterprises to form large exhibition groups through acquisitions, mergers, and shareholdings. It has also supported small and medium-sized exhibition companies in collaborating to organize exhibitions and pursuing scaled, specialized, and branded development.

**The government has strengthened the linkage between the exhibition industry and related sectors and promoted the development of the exhibition industry chain.** Local governments have encouraged the integration of the exhibition industry with commerce, culture, tourism, and sports, advancing the development of distinctive commercial districts that include dining, retail, leisure, entertainment, and fitness. They have also developed distinctive exhibition and leisure resorts, attracted investment and talent, and fostered technological innovation to promote industrial upgrading and amplify the spillover effects of the exhibition industry. Support has been provided for the aggregation of land, labor, capital, technology, and data resources toward the exhibition industry to actively foster exhibition clusters and establish a well-structured, efficient exhibition industry chain. The governments have also supported the development of various professional services related to exhibition planning, logistics, storage, design, and production. Nanjing has been advancing an integrated model of “exhibition + industry + functional area + investment and trade” and has established a “conference + industry + commerce” lounge platform. By creating exhibition IPs and cultivating new business forms, scenes, applications, and projects including scenic landscapes, intangible cultural heritages, holiday recreation, ecological agriculture, and health care, the city has effectively leveraged the multi-faceted platform for integration and exchange.

**The government has supported the internationalization of the exhibition industry and strengthened international cooperation.** Local governments have encouraged the branded development and global expansion of exhibitions. They have supported the industry's

growth and encouraged applications for hosting internationally renowned exhibitions. They have also aimed to attract international exhibition industry resources to their cities and provided subsidies and rewards for internationally certified exhibition projects. Additionally, they have encouraged exhibition enterprises to set up overseas branches and marketing networks, join international exhibition organizations, and secure international certification for exhibition projects as this would enhance their capability to organize and host exhibitions abroad. For example, Hangzhou has set a goal for international cooperation named “25100”: “2” refers to leveraging the resource advantages of two international organizations, i.e. the World Tourism Alliance and the World Leisure Organization, to deepen cooperation; “5” refers to deepening cooperation with five international exhibition institutions, i.e. the Global Association of the Exhibition Industry (UFI), the International Congress and Convention Association (ICCA), the International Association of Exhibitions and Events (IAEE), the International Association of Convention Centres (AIPC), and the Union of International Associations (UIA), in project certification and resource sharing; and “100” refers to introducing 100 influential exhibition projects and institutions through international exchanges and specialized promotional activities.

Table 1-1 Policies to Promote the Development of the Exhibition Industry in Some Localities in 2024

Locality	Time	Policy
Wuxi City	February 2024	Guidelines of the Wuxi Municipal People’s Government Office for Advancing the High-Quality Development of the Exhibition Industry
Liuzhou City	March 2024	Several Measures to Foster the High-Quality Development of the Exhibition Industry in Liuzhou City
Zhengzhou City	March 2024	Several Measures to Support the High-Quality Development of the Exhibition Industry in Zhengzhou City
Liaoning Province	March 2024	Interim Measures for Recognizing Liaoning’s Branded Exhibitions
Shanxi Province	March 2024	Several Measures to Support the High-Quality Development of the Exhibition Industry
Nanjing City	April 2024	Two-Year Action Plan for the High-Quality Development of the Exhibition Industry in Nanjing City (2024-2025)
Quanzhou City	April 2024	Several Measures for Supporting and Promoting the Development of the Exhibition Economy in Quanzhou City
Hangzhou City	June 2024	Three-Year Action Plan for Hangzhou to Become an International Exhibition Capital (2024-2026)

continued

Locality	Time	Policy
Beijing Municipality	June 2024	Notice from the Beijing Municipal Bureau of Commerce on Application for Reward Projects to Promote the Development of the Exhibition Industry in 2024
Hainan Province	June 2024	Plan for Supporting the Exhibition Industry in 2024 in Hainan Province
Hefei City	July 2024	Notice from the Hefei Municipal People's Government Office on Adjusting Certain Clauses of the Implementation Opinions on Accelerating the High-Quality Development of the Exhibition Industry
Chongqing Municipality	July 2024	Action Plan for Accelerating the High-Quality Development of Modern Producer Service Industries in Chongqing Municipality (2024-2027)
Chengdu City	July 2024	Rules for Implementing Several Policies to Promote the High-Quality Development of the Exhibition Industry in Chengdu Hi-Tech Industrial Development Zone
Shanghai Municipality	July 2024	Notice from the Shanghai Municipal People's Government Office on Several Measures to Enhance the Driving Effect of the Exhibition Economy in the Municipality
Nanchang City	August 2024	Three-Year Action Plan for the High-Quality Development of Producer Service Industries in Nanchang City (2024-2026)
Haikou City	August 2024	Several Regulations on Supporting the High-Quality Development of the Exhibition Industry in Haikou City
Tianjin Municipality	September 2024	Regulations on Promoting the Development of the Exhibition Industry in Tianjin Municipality
Fuzhou City	September 2024	Exhibition Management Measures and Exhibition Development Special Fund Management Measures of Fuzhou City
Guangzhou City	October 2024	Three-Year Action Plan for the High-Quality Development of the Modern Exhibition Industry Chain in Guangzhou City (2024-2026)
Sanya City	October 2024	Fund Management Measures for Promoting the High-Quality Development of the Exhibition Industry in Sanya City
Yangjiang City	November 2024	Several Measures for Promoting the High-Quality Development of the Exhibition Industry in Yangjiang City
Dalian City	December 2024	Implementation Plan for Promoting the High-Quality Development of the Exhibition Industry in Dalian City
Guangzhou City	December 2024	Several Measures for Accelerating the Development of the Exhibition Industry in Guangzhou City

Source: Based on publicly available information.

### III. Easier travel for foreign nationals to China making the exhibition industry more international

In 2024, China made continuous efforts to ease travel for foreign nationals to the country. This has played a significant role in facilitating foreign personnel to organize and participate in exhibitions in China, thereby making exhibitions more international and effectively invigorating China's exhibition industry. In January 2024, the National Immigration Administration implemented five key facilitation measures to streamline processes for foreign nationals. These measures include relaxing the conditions for applying for port visas upon arrival, allowing 24-hour direct transit without inspection procedures at major hub airports like Beijing Capital International Airport, and enabling foreign nationals within China to apply for visa extensions, renewals, or replacements locally. Additionally, multiple re-entries are now permitted for those requiring frequent cross-border travel, and the application materials for visas and residence permits have been simplified. In November 2024, the Ministry of Commerce of China issued Several Measures for Promoting the Stable Growth of Foreign Trade, which proposed to "attract and facilitate cross-border travel for business personnel" and "steadily advance the signing of mutual visa exemption agreements with more countries". In December 2024, the National Immigration Administration comprehensively relaxed and optimized the transit visa-free policy, extending the stay period for visa-free transit foreign nationals from the original 72 hours and 144 hours to 240 hours (10 days). Additionally, 21 new ports were added as entry and exit points for visa-free transit travelers, and the areas where they can stay and engage in activities were further expanded.

**The visa-free policies have simplified the procedures and processes for foreign nationals to visit China.** Since 2024, China has signed mutual visa exemption agreements with the six countries of Singapore, Thailand, Kazakhstan, Antigua and Barbuda, Georgia, and the Solomon Islands, and achieved comprehensive visa-free access with 26 countries As of December 17, 2024. Moreover, China has unilaterally implemented visa-free policies for citizens of 29 countries, such as France and Germany, following similar practices of other



countries. As of December 17, 2024, China had concluded mutual visa exemption agreements covering various types of passports with 157 countries and regions. Additionally, foreign nationals can take advantage of transit visa-free, cruise ship visa-free, and specific regional visa-free policies, such as visiting Hainan Island, for tourism or business activities in China.

**Facilitation measures have been introduced for entry procedures.** Regarding the facilitation of entry procedures, China has launched a new version of the visa application form, optimizing and simplifying items by 34 percent, significantly reducing the time required to fill out the form. Chinese embassies and consulates abroad have abolished the visa appointment system and the scope of fingerprint collection exemptions has been expanded to include all short-term visa applicants for one or two entries with a stay of up to 180 days. The visa application process for foreign nationals coming to China has become increasingly streamlined. Furthermore, visa fees have been reduced by 25 percent for a designated period based on current standards, further lowering the cost for foreign nationals to visit China. The Civil Aviation Administration of China (CAAC) has been actively promoting an increase in international flights and collaborating with relevant departments to implement simplified entry procedures, aiming to improve the efficiency of customs clearance and transfer processes for flights, passengers, and crews at port airports<sup>1</sup>.

**The bottlenecks and obstacles for foreign nationals coming to China have been continuously addressed, while payments have been made easier for foreign nationals in China.** Current efforts to facilitate payments have achieved positive results. In March 2024, the General Office of the State Council issued the *Opinions on Further Optimizing Payment Services and Enhancing Payment Convenience*<sup>2</sup>, pointing out the need to meet the diverse payment service needs of groups such as foreign visitors coming to China, optimize the business environment, and promote high standard opening up. Foreign nationals visiting China can now directly register for Alipay and WeChat Pay using their overseas mobile phone numbers and link with foreign bank cards for payments; visitors from nine locations including Singapore, Malaysia, Thailand, and the Republic of Korea can use their overseas e-wallets to

1 Source: Official Website of the Chinese Government, [https://www.gov.cn/yaowen/liebiao/202412/content\\_6990537.htm](https://www.gov.cn/yaowen/liebiao/202412/content_6990537.htm).

2 Source: Official Website of the Chinese Government, [https://www.gov.cn/zhengce/content/202403/content\\_6937623.htm](https://www.gov.cn/zhengce/content/202403/content_6937623.htm).

make QR code payments directly. The willingness of foreign visitors in China to use mobile payments has significantly increased. Foreign nationals in China can also exchange RMB at 67,000 bank branches, over 4,200 foreign currency exchange facilities, and 320,000 ATMs nationwide<sup>1</sup>. In the first half of 2024, more than five million inbound visitors used mobile payments, a fourfold increase compared to the same period last year; there were over 90 million transactions, with a transaction volume exceeding RMB14 billion, both growing by seven times year on year<sup>2</sup>.

In addition to the aforementioned simplification measures for entry and exit, China has implemented a number of specific optimization measures aimed at facilitating business cooperation, particularly for foreign personnel coming to China to participate in exhibitions. At the 2024 Canton Fair, China introduced a visa invitation letter policy, reducing the requirement for certain supporting documents, allowing electronic invitation letters to be used for processing. Furthermore, a “green channel” was provided for overseas buyers, ensuring that 90 percent of Chinese embassies and consulates abroad process visas for Canton Fair participants within four working days. Additionally, the Pazhou Hong Kong-Macao Passenger Port established a landing visa counter in the entry area, offering convenience for foreign businesspeople to obtain port visas and multiple-entry visa renewals, with processing times shortened to less than 30 minutes.

These measures have significantly boosted the number of foreign visitors to China. In the third quarter of 2024, immigration management authorities across the country inspected a total of 160 million inbound and outbound travelers, an increase of 30.1 percent year on year. Among them, 16.461 million were foreign nationals, up by 50.5 percent; and 64.694 million were residents from the Hong Kong, Macao, and Taiwan regions of China, up by 28.9 percent. In the third quarter of 2024, 4.885 million foreign nationals entered China visa-free, representing a 78.6 percent increase<sup>3</sup>. According to data from the CAAC, international flight passenger traffic in the first half of 2024 recovered to 81.7 percent of the level seen in the same period in 2019.

---

1 Source: People's Daily Online, <http://finance.people.com.cn/n1/2024/0727/c1004-40286832.html>.

2 Source: Official Website of the Chinese Government, [https://www.gov.cn/lianbo/bumen/202407/content\\_6965178.htm](https://www.gov.cn/lianbo/bumen/202407/content_6965178.htm).

3 Source: National Immigration Administration, <https://www.nia.gov.cn/n741440/n741567/c1679173/content.html>.

## IV. Foreign-invested enterprises (FIEs) continuing to see opportunities in the Chinese market

Amidst a backdrop of anemic global economic recovery, strained trade relations, and escalating geopolitical conflicts, China has continuously intensified its policy support, optimized its business environment, and bolstered its economic resilience, earning widespread recognition from investors. As a series of incremental policies take effect, market confidence in China continues to rise, prompting global companies to increase their investments in the Chinese market. According to the *2024 Third Quarter Survey Report on the Business Environment for Foreign Investment* released by the China Council for the Promotion of International Trade (CCPIT), ninety percent of surveyed FIEs rated the Chinese business environment as “satisfactory” or higher, with nearly half reporting an increase in the attractiveness of the Chinese market, up 2.04 percentage points from the previous quarter. Data from the Ministry of Commerce shows that from January to October 2024, 46,893 new FIEs were established in China, a year-on-year increase of 11.8 percent, indicating sustained confidence among foreign investors in the Chinese market.

Research results from renowned global institutions also confirm the confidence of FIEs in the Chinese market. *The 2024 Kearney Foreign Direct Investment Confidence Index* shows that China's ranking in foreign direct investment confidence for the next three years has risen from seventh place in 2023 to third place, topping the list among emerging markets. The German Chamber of Commerce in China's *2024/2025 Business Confidence Survey* indicates that China's appeal as an innovation market continues to grow, with more than half of surveyed German companies planning to increase their investment in China over the next two years, and 92 percent of German companies expressing their intention to deepen their presence in the Chinese market.

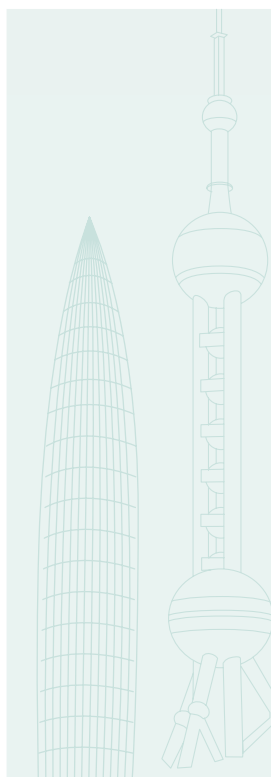
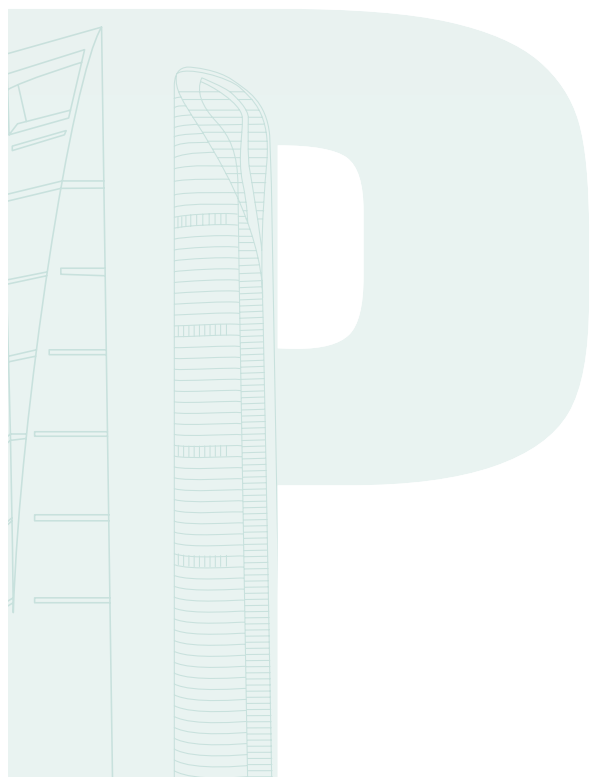
The exhibition industry acts as a barometer and bellwether for economic development. As a global growth engine, China is also the driving force behind the exhibition industry. Foreign-invested enterprises value the opportunities to expanding their presence in the Chinese market through exhibitions. In 2024, the number of foreign exhibitors at major national exhibitions such as CIIE, CISCE, and CIFTIS all reached record highs.



## Chapter 2

---

# General Characteristics of China's Exhibition Industry in 2024



Driven by supportive national policies and robust market dynamics, China's exhibition industry sustained steady growth in 2024, building on the comprehensive recovery seen in 2023. The industry's marketization has steadily advanced, and its internationalization has deepened significantly. Key regions such as the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Pearl River Delta have emerged as hubs for globally influential exhibitions, contributing vital momentum to the high-quality development of both China's and the global economy.

## I. Steady growth and positive momentum in China's exhibition industry

In 2024, the global economy experienced a slowdown, and trade protectionism increased, hindering economic globalization. Domestically, the tasks of reform, development, and maintaining stability were challenging, and internal difficulties were mounting. Despite this complex environment, China's economic performance in 2024 remained generally stable and made further progress, standing out among major world economies and providing a strong foundation for the high-quality development of the exhibition industry.

According to this report's survey, China hosted 3,844 economic and trade exhibitions in 2024, covering a total exhibition area of 155 million square meters. While the number of exhibitions remained largely the same as in 2023, the total exhibition area grew by 10.1 percent year on year. A notable trend emerged in 2024 where the number of large-scale exhibitions increased, while smaller exhibitions decreased. The average exhibition area expanded from 35,900 square meters in 2023 to 40,300 square meters, representing a 12.3 percent increase.

From a regional distribution standpoint, regional clustering remained a dominant feature of economic and trade exhibitions in 2024. The eastern region organized the highest number of economic and trade exhibition projects and had the largest total exhibition area, accounting for 67.3 percent and 72.5 percent of all domestic economic and trade exhibitions, respectively. The Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta regions<sup>1</sup> collectively

---

<sup>1</sup> The Yangtze River Delta includes the city of Shanghai, Jiangsu Province, Zhejiang Province, and Anhui Province; the Pearl River Delta includes the nine cities of Guangzhou, Foshan, Zhaoqing, Shenzhen, Dongguan, Huizhou, Zhuhai, Zhongshan, and Jiangmen.

hosted 54.9 percent of the nation's economic and trade exhibitions, with a combined exhibition area representing 62.1 percent of the national total.

## II. New quality productive forces as a hot exhibition theme for the year

In 2024, China's exhibition industry, driven by innovation and guided by green and low-carbon development, capitalized on the opportunities from cultivating new quality productive forces. The industry showcased the latest achievements in these new productive forces, with strategic emerging industries and future industries emerging as key and popular themes. Notably, industry and technology exhibitions remained at the top of all types of exhibitions, totaling 1,064 events, representing a significant year-on-year increase of 63.4 percent compared to 2023. These exhibitions accounted for 27.7 percent of all exhibitions, an increase of 11.1 percentage points from 2023.

In 2024, the exhibition industry became deeply integrated into the industrial chain, facilitating the transformation and upgrading of industrial and supply chains through synergies between industries and exhibitions. The exhibitions were centered around innovation-driven technology empowerment, highlighting the critical role that scientific and technological innovation plays in boosting productivity. The exhibitions focused on professional exhibition content and presentation logic relating to the core areas of new quality productive forces, and constantly introduced fresh elements for display. The 2024 CIFTIS highlighted the development of new quality productive forces, showcasing the latest achievements, technologies, and applications in the digitalization, intelligence, and green development of service trade. Over 200 innovation outcomes for integrated development were released during the event. The second CISCE added an exhibition area dedicated to advanced manufacturing, focusing on cultivating new quality productive forces. It displayed the entire process from R&D, design, new material application, critical component processing, intelligent manufacturing to high-end equipment, demonstrating the crucial role of advanced manufacturing in driving industrial upgrades and enhancing international competitiveness. From November 6 to 8, 2024, the Six Connected Shows – A Mega Feast of Innovation took

place in Shenzhen, aligning with the trends of advanced manufacturing and focusing on new quality productive forces. The event was meticulously designed to meet the specific needs of Shenzhen's industrial development and provide a showcase and innovation cooperation platform for key industries such as automobiles, electronics, displays, and new materials, contributing to the transformation and upgrading of manufacturing.

### III. Acceleration of market-oriented transformation of China's exhibition industry

The 3rd Plenary Session of the 20th Central Committee of the Communist Party of China emphasized the need to better leverage the role of the market, foster a fairer and more dynamic market environment, and make resource allocation as efficient and productive as possible. In 2024, under the guidance of national policies and local governments, industry players further enhanced their market-oriented awareness, actively exploring effective pathways for organizing market-oriented exhibitions. With the scientific application of market mechanisms in exhibition organization, industry players significantly improved exhibition effectiveness and accelerated the release of market vitality in China's exhibition industry.

In 2024, the work reports of many local governments highlighted the need to reduce general expenditures, including those for forums, exhibitions, and festivals. Local governments actively guided and supported the organization of exhibitions, including specialized and consumer exhibitions, through market-oriented approaches, encouraging the involvement of industry associations and chambers of commerce in organizing exhibitions. The city of Suzhou proposed a market-oriented approach to stimulate the vitality of the market players and make the exhibition industry more market-driven. Guided by government policies and market principles, and through collaboration with all stakeholders, the city of Suzhou has developed mechanisms for the orderly transition of government-organized exhibitions to market-driven operations. This approach aimed to facilitate the scientific exit of government involvement and ensure fair, competitive, and efficient exhibition market practices. With a focus on more professional and commercially-driven event management, the city of Shenzhen has consistently delivered high-level exhibitions such as the China High-Tech Fair (CHTF) and



the China (Shenzhen) International Cultural Industries Fair (ICIF). The city also successfully organized key industry events like the International Digital Energy Expo and the China Electronics Fair (CEF), which are considered barometers of their respective sectors.

In 2024, the pace of market-oriented transformation for key exhibitions accelerated, with several major exhibitions experiencing their first market-driven organization, energizing the exhibition sector with new impetus. The 4th China International Consumer Products Expo (Hainan Expo 2024) embraced a market-oriented approach as its core principle for organizing the exhibition, allocating resources for exhibition services through market mechanisms. It chose not to hold an opening ceremony, and guests were invited based on the “fewer but better” principle. In terms of specific event arrangements, more resources were reserved for market-oriented activities such as supply and demand matching sessions and new product launches organized by global leading enterprises, business associations or professional bodies. The 2024 China International Digital Economy Expo (CIDEE) was also held for the first time using a market-oriented approach, featuring business-led activities such as networking sessions, roadshows, and outcome announcements. This new format effectively attracted resource aggregation and fully unleashed the expo’s development potential.

## IV. Rising level of internationalization in China's exhibition industry

The exhibition industry serves as a booster for opening up and a barometer for foreign economic and trade development. China’s exhibition industry has seen a steady rise in internationalization, evidenced by increasing participation and enthusiasm from international exhibitors and visitors alike. The number of UFI-certified member companies and exhibition projects in China has seen rapid growth. Chinese exhibition companies have been exploring international development opportunities, promoting their exhibitions overseas, and accelerating the internationalization of China’s exhibition industry.

International exhibitors and clients have shown high enthusiasm for participating in China’s exhibitions, with the proportion of foreign exhibitors at major events steadily increasing. Events such as CIIE, CISCE, and CIFTIS are important platforms for advancing

China's high-standard opening up. The growing proportion of foreign exhibitors indicates the strong appeal of the Chinese market. The seventh CIIE saw participation from 3,496 exhibitors across 129 countries and regions, with both the numbers of participating regions and participating companies surpassing the previous edition. Among the exhibitors were 297 Fortune Global 500 and industry leaders, setting a historical record. The proportion of foreign exhibitors at the second CISCE reached 32 percent, higher than the previous year. In 2024, CIFTIS achieved unprecedented international participation, with over 20 percent of on-site exhibitors coming from abroad, and it attracted more than 460 Fortune Global 500 companies and industry leaders. A total of 85 countries and international organizations set up booths and organized events, including 13 that independently set up booths for the first time, surpassing the previous edition.

UFI certification is international recognition of an exhibition's quality and scale. The numbers of UFI-certified member companies and exhibition projects in China(excluding Hong Kong, Macao and Taiwan) have continued to grow. According to the UFI Global Membership report<sup>1</sup>, as of December 2024, China has 253 member companies, a 10 percent increase compared to last year. These member companies are spread across 52 cities in China, with Shanghai, Beijing, and Shenzhen leading the way. Shanghai has 36 UFI member companies, Beijing has 32, and Shenzhen counts 20, making them the top three cities for UFI membership. As of December 2024, 265 exhibition projects in China have been certified by UFI<sup>2</sup>, an increase of over 20 percent from the previous year.

## V. Strong momentum of rapid growth in overseas exhibitions

In 2024, despite the complex global economic situation and ongoing challenges to economic growth, global trade demonstrated remarkable resilience. According to the UN Trade and Development's (UNCTAD) *Global Trade Update (December 2024)*, global trade volume is expected to reach a record high of US\$33 trillion in 2024, representing a year-on-year

1 Source: UFI: <https://www.ufi.org/ufi-global-membership.pdf>.

2 Source: UFI: [https://www.ufi.org/membership/ufi-approved-events/search/?company=&organiser\\_city=&organiser\\_country=21&event\\_city=&event\\_country=&event\\_title=&event\\_type=&sector=](https://www.ufi.org/membership/ufi-approved-events/search/?company=&organiser_city=&organiser_country=21&event_city=&event_country=&event_title=&event_type=&sector=).

increase of 3.3 percent<sup>1</sup>. Meanwhile, China's economy remained stable and made progress, marked by steady growth in goods imports and exports and ongoing optimization of the foreign trade structure. According to customs statistics, from January to November 2024, the total value of China's goods imports and exports reached RMB39.79 trillion, up 4.9 percent year on year. Exports amounted to RMB23.04 trillion, growing by 6.7 percent, while imports reached RMB16.75 trillion, increasing by 2.4 percent.

Overseas exhibitions are a crucial means for enterprises to connect with customers, create business opportunities, and secure orders. The Chinese government actively supports enterprises in securing orders and expanding markets abroad, and enterprises are enthusiastic about participating in overseas exhibitions. In 2024, building on the gradual recovery seen in the previous year, overseas exhibitions showed strong momentum of rapid development. The China Council for the Promotion of International Trade (CCPIT) approved and implemented 1,166 overseas exhibition projects, covering 60 countries and regions. Of these, 1,067 projects involved participation in overseas exhibitions, while 99 were related to organizing exhibitions abroad. The total exhibition area reached 703,700 square meters, with 50,100 enterprises taking part in the exhibitions. Compared to 2023, there was a 29.4 percent increase in the number of actually executed projects, a 26.3 percent rise in participating enterprises, and a 23.0 percent growth in the total exhibition area.

---

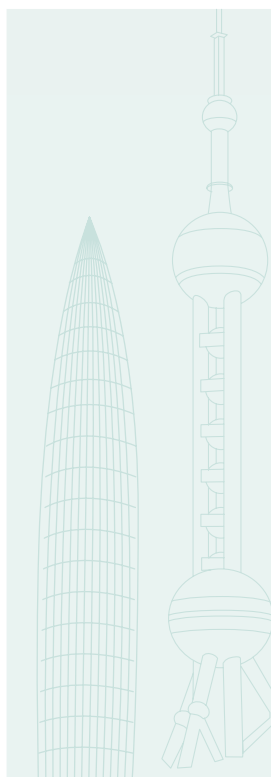
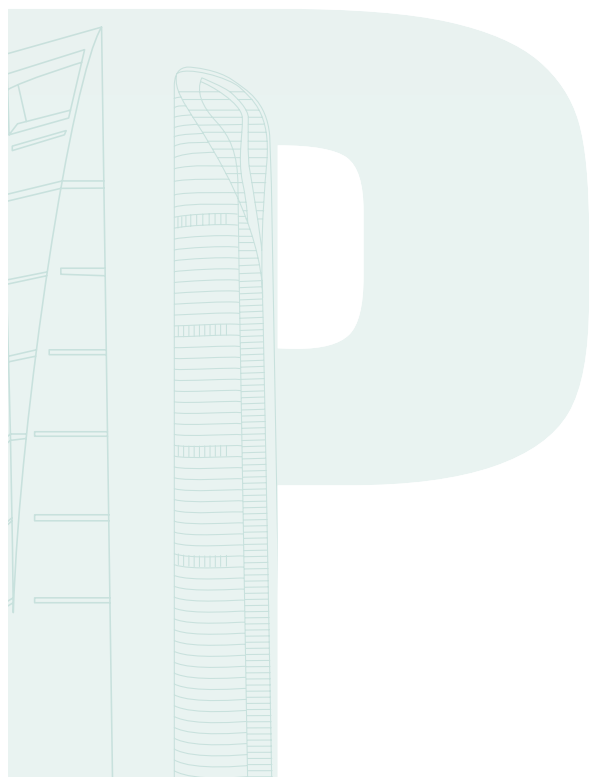
1 Source: United Nations, <https://news.un.org/zh/story/2024/12/1134096>.



## Chapter 3

---

# Analysis of Domestic Exhibition Development in China in 2024



This chapter analyzes economic and trade exhibitions held in professional venues with an exhibition area of more than 2,000 square meters. The data primarily comes from CCPIT local and the China International Exhibition Center Group's exhibition database. To provide a more accurate and comprehensive picture of China's exhibition industry's development in 2024, this report adopts a specific statistical approach to exhibitions organized by the same organizer, held at the same time and location: if the organizer clearly distinguishes between these similar exhibitions, they are counted separately; if not, they are counted as one. Historical exhibition data in this chapter is sourced from the past editions of the *Annual Report on China's Exhibition Industry*.

## I. Stable project quantity and increased exhibition area

The report has gathered data on a total of 3,844 economic and trade exhibitions held in 2024, with a total exhibition area of 155 million square meters, covering 31 provinces, municipalities and autonomous regions (excluding the Hong Kong, Macao and Taiwan regions). In 2024, the domestic economic and trade exhibition market remained stable overall. The number of those in China remained largely stable compared to the previous year, while their total exhibition area increased by 10.1 percent year on year.

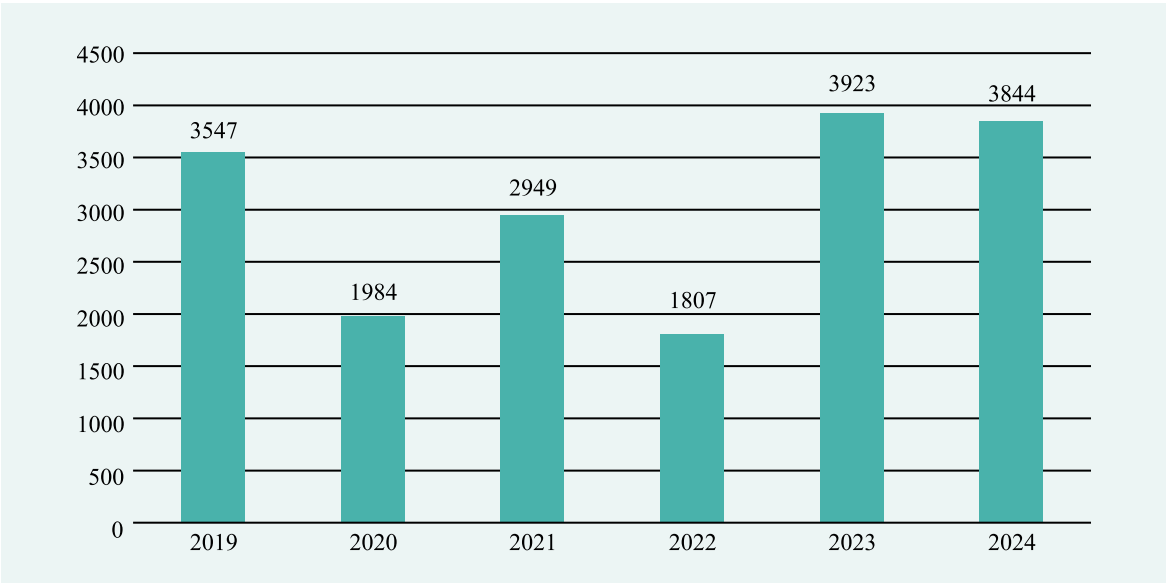
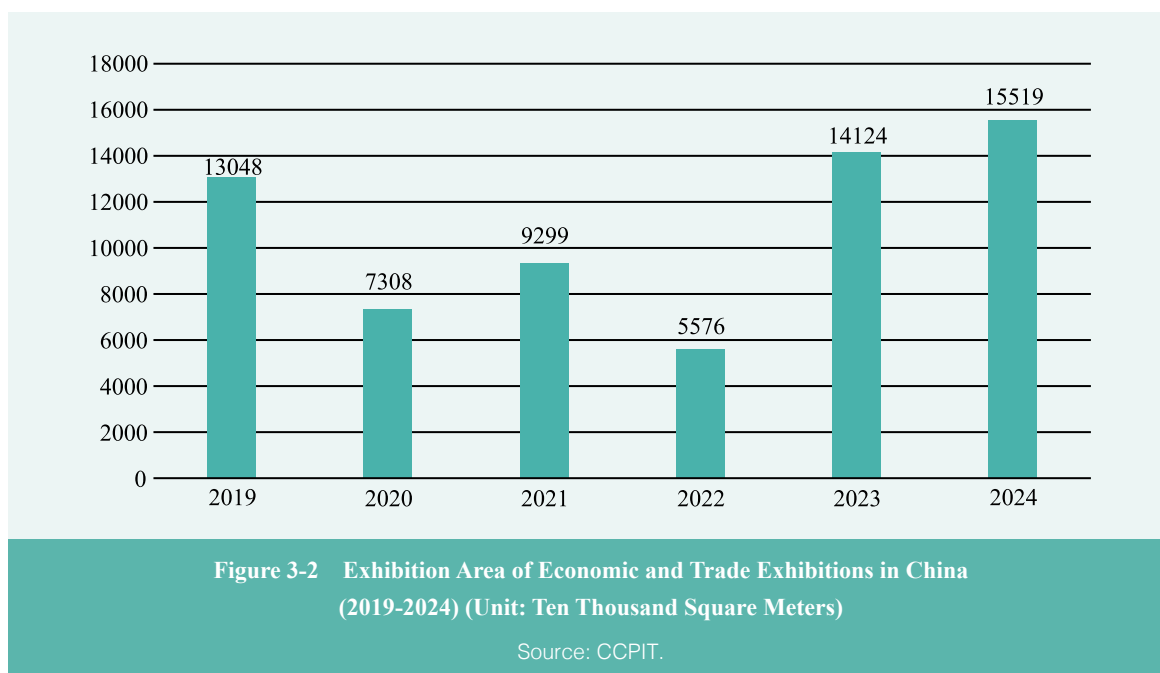


Figure 3-1 Number of Economic and Trade Exhibitions in China (2019-2024)

Source: CCPIT.



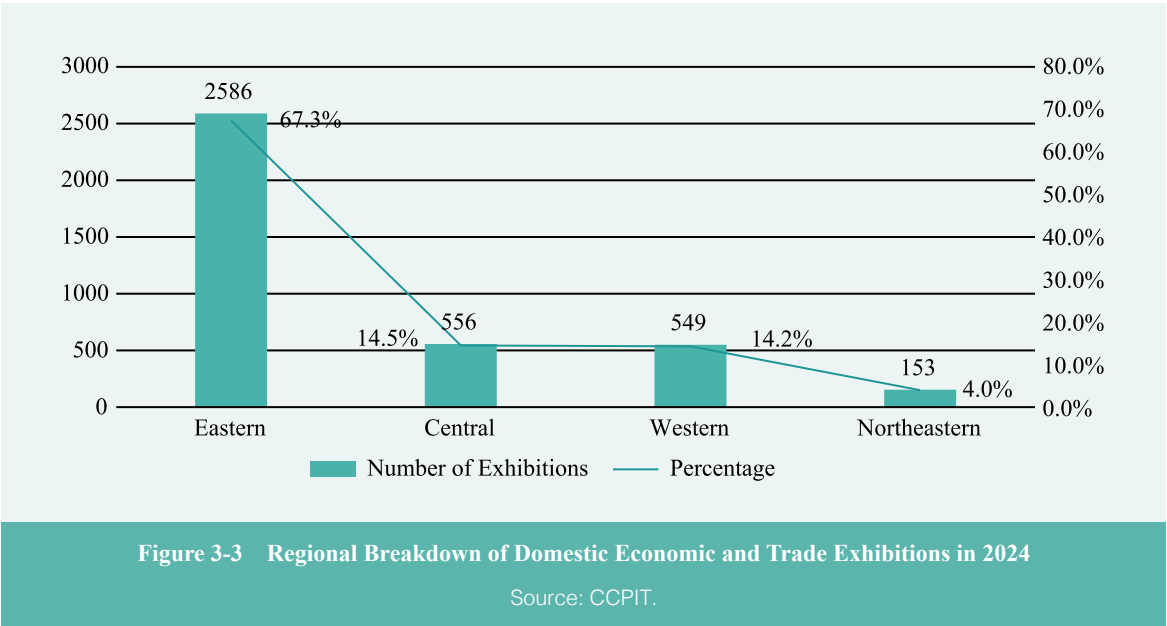
## II. Concentration of domestic exhibitions in key regions

This section analyzes the regional distribution of economic and trade exhibitions in China in 2024, divided into four regions: eastern, central, western, and northeastern.<sup>1</sup> Additionally, it provides an annual comparative analysis of the number and area of economic and trade exhibitions in the three major economic zones: the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Pearl River Delta. In 2024, economic and trade exhibitions in China continued to exhibit a high degree of regional concentration. Compared to 2023, the proportion of exhibitions held in the eastern region has decreased, while the proportions in the central and western regions have slightly increased, by 2.4 percentage points and 1.8 percentage points, respectively.

**In terms of the number of exhibitions,** the eastern region hosted the most economic

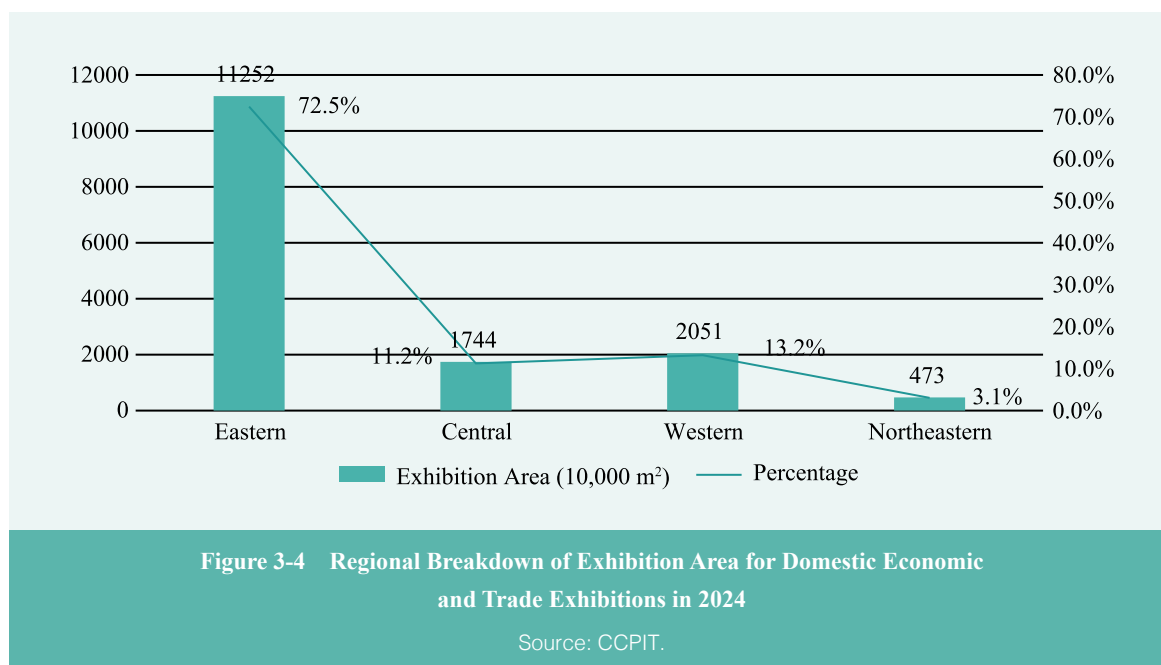
<sup>1</sup> The classification of eastern, central, western, and northeastern regions follows the standards published by the National Bureau of Statistics. Specifically: Eastern Region: Beijing, Tianjin, Hebei, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong, and Hainan; Central Region: Shanxi, Anhui, Jiangxi, Henan, Hubei, and Hunan; Western Region: Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunnan, Tibet, Shaanxi, Gansu, Qinghai, Ningxia, and Xinjiang; and Northeastern Region: Liaoning, Jilin, and Heilongjiang.

and trade exhibitions in 2024, with a total of 2,586 events, accounting for 67.3 percent of all domestic economic and trade exhibitions. The central and western regions hosted 556 and 549 exhibitions, respectively, representing year-on-year increases of 16.8 percent and 12.7 percent, and accounting for 14.5 percent and 14.2 percent of the total, respectively. The northeastern region hosted 153 exhibitions, accounting for 4.0 percent of the total.



**In terms of exhibition area,** the areas of economic and trade exhibitions in the eastern, central, and western regions all increased in 2024. The eastern region hosted economic and trade exhibitions with a total area of 113 million square meters, an increase of 8.3 percent year on year, accounting for 72.5 percent of the total domestic economic and trade exhibition area. The central region's economic and trade exhibitions covered an area of 17.44 million square meters, increasing by 18.8 percent year on year, and accounted for 11.2 percent of the total. The western region's economic and trade exhibitions covered an area of 20.51 million square meters, increasing by 22.8 percent year on year, and accounted for 13.2 percent of the total. The northeastern region's economic and trade exhibitions covered an area of 4.73 million square meters, accounting for 3.1 percent of the total.



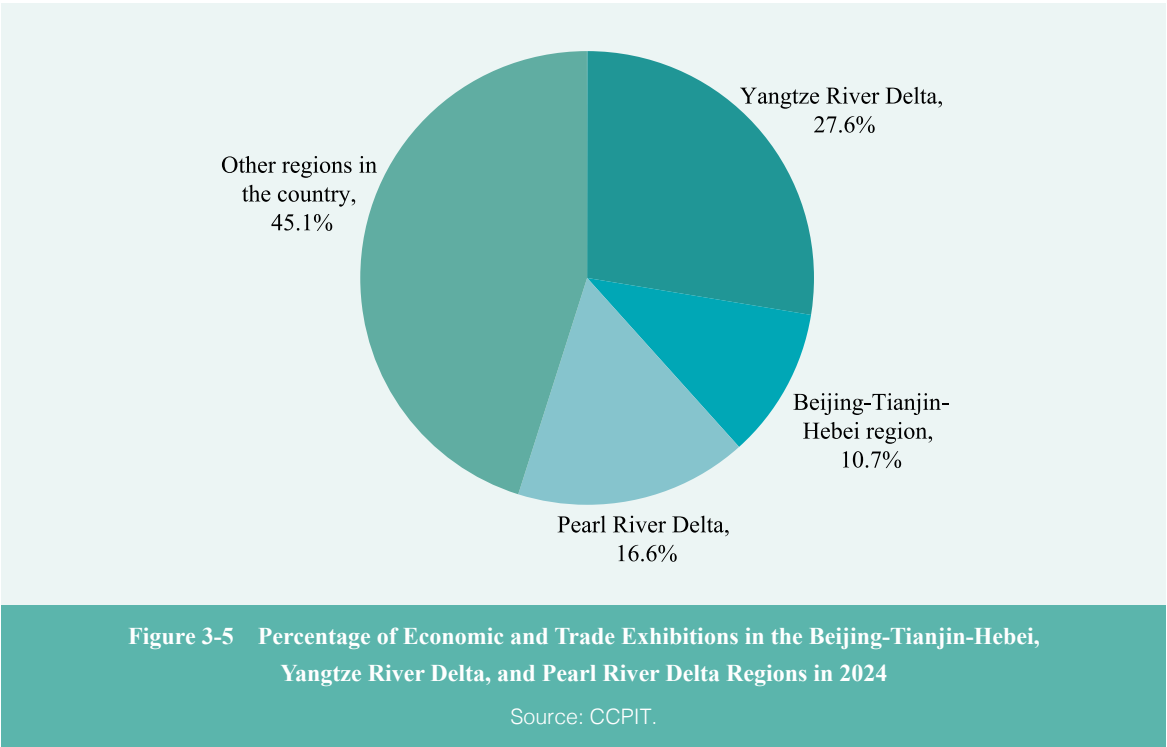


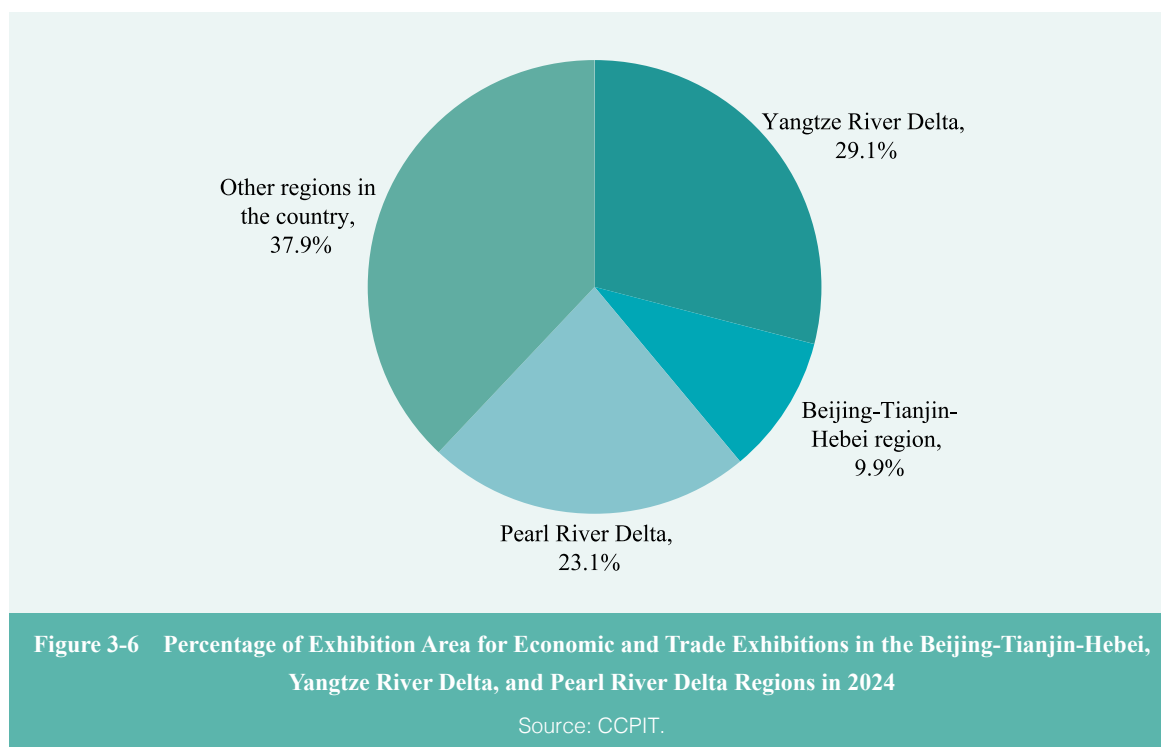
**In terms of average exhibition area per event**, in 2024, the average exhibition area per economic and trade exhibition in the eastern region reached 44,000 square meters, significantly higher than other regions and representing a 12.2 percent increase from 2023. The central region's average exhibition area per event was 31,000 square meters, while the western region's average was 37,000 square meters. The northeastern region's average exhibition area per event was also 31,000 square meters, marking a substantial increase of 45.0 percent from 2023.

**In terms of key regions**, in 2024, the three major economic regions of Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Pearl River Delta hosted 54.9 percent of all the economic and trade exhibitions nationwide and accounted for 62.1 percent of the total exhibition area. In 2024, the share of exhibitions in these regions in the national total dipped slightly from 2023 levels, whereas the proportion based on exhibition area stayed much the same. Among these regions, the Yangtze River Delta region hosted 1,061 economic and trade exhibitions in 2024, with a total exhibition area of 45.08 million square meters, accounting for 27.6 percent and 29.1 percent of the national totals, respectively. The Pearl River Delta region hosted 637 economic and trade exhibitions in 2024, with a total exhibition area of 35.83 million square meters, accounting for 16.6 percent and 23.1 percent of the national totals, respectively. The

Beijing-Tianjin-Hebei region hosted 413 trade exhibitions in 2024, with a total exhibition area of 15.34 million square meters, accounting for 10.7 percent and 9.9 percent of the national totals, respectively.

Compared to 2023, the exhibition areas in the three major regions have all seen growth. The Yangtze River Delta region expanded by 2.5 percent year on year, the Pearl River Delta by 13.7 percent, and the Beijing-Tianjin-Hebei region by 10.7 percent. In terms of the number of exhibitions, the Yangtze River Delta witnessed an increase of 2.9 percent year on year. Conversely, the Pearl River Delta and Beijing-Tianjin-Hebei regions experienced a decrease in the number of exhibitions.



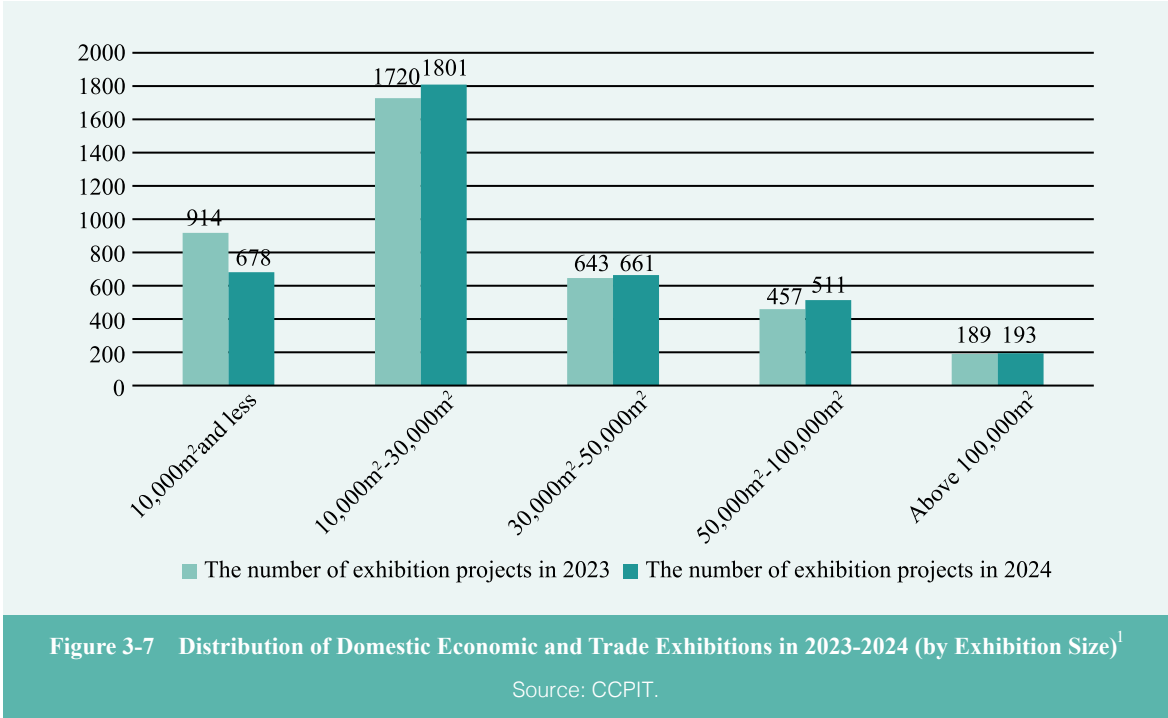


Specifically, in terms of cities, the combined exhibition area for economic and trade exhibitions in Shanghai, Guangzhou, Shenzhen, and Beijing accounts for 40.4 percent of the total domestic exhibition area for such events and 65.1 percent of the total exhibition area in the Beijing-Tianjin-Hebei, Yangtze River Delta, and Pearl River Delta regions.

### III. Expanded average exhibition area and improved structure

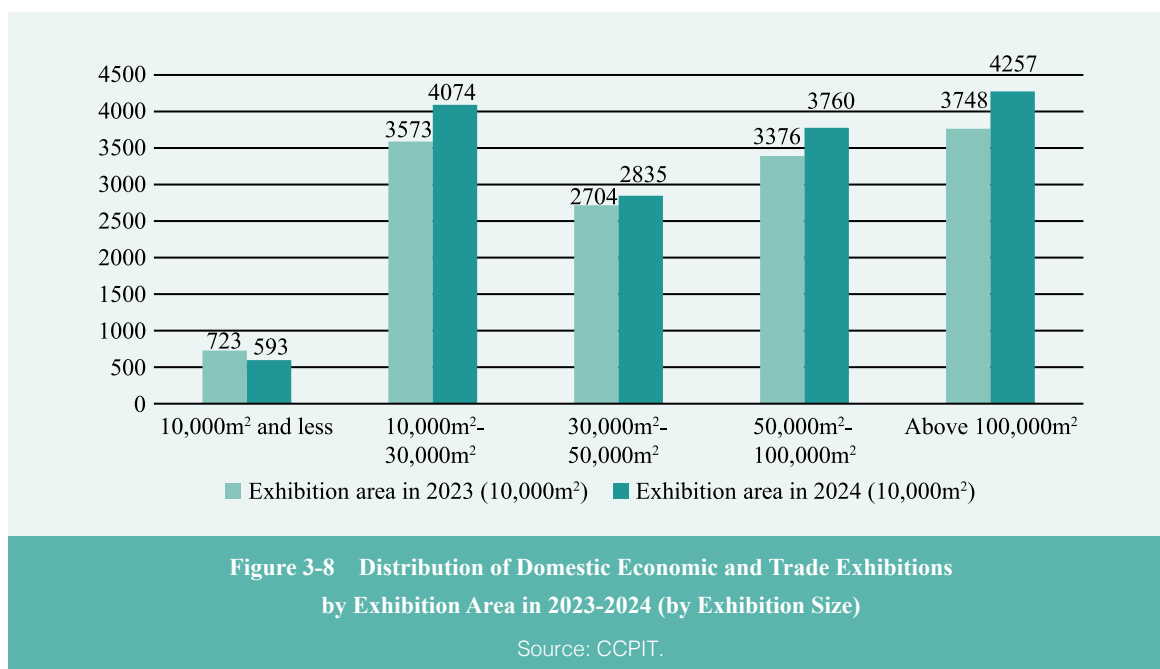
The average exhibition area per event grew from 35,900 square meters in 2023 to 40,300 square meters in 2024, representing a 12.3 percent increase.

In terms of the number of exhibitions, in 2024, there was a significant decrease in smaller exhibitions of 10,000 square meters or less, with the number dropping from 914 in 2023 to 678, a year-on-year decrease of 25.8 percent. The number of medium, medium-to-large-sized and large-sized exhibitions increased, particularly for those in the range of 50,000 to 100,000 square meters, which saw a year-on-year increase of 11.8 percent.

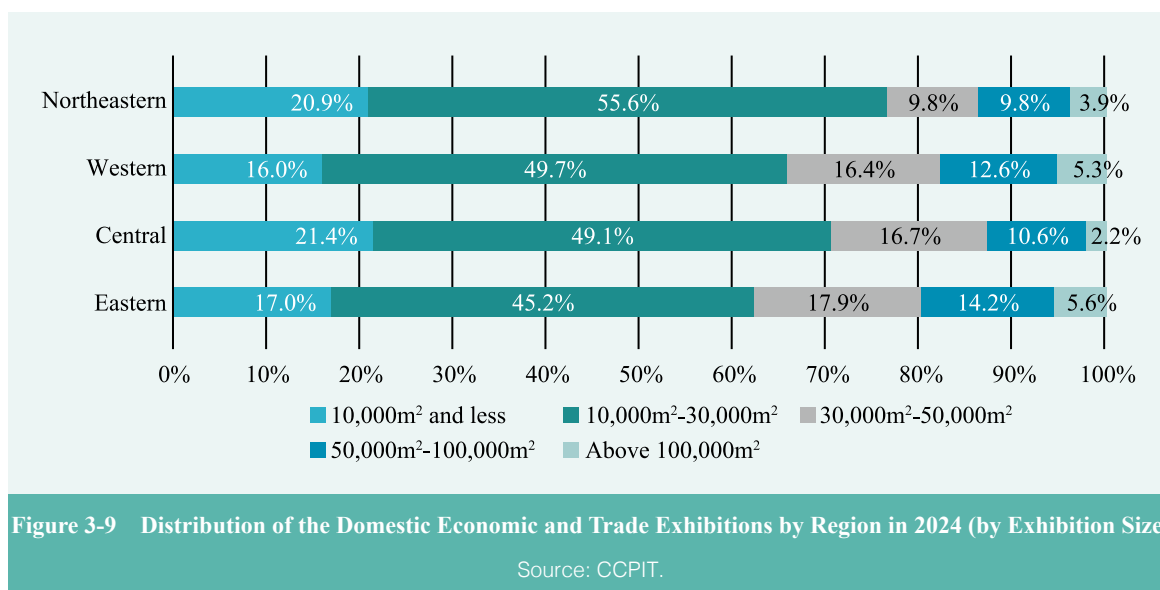


In terms of exhibition area, in 2024, apart from a decline in the total area of small exhibitions of 10,000 square meters or less, the areas of all other medium and large-sized exhibitions saw an increase year on year. Specifically, the area of small-to-medium-sized exhibitions of 10,000 to 30,000 square meters increased by 14.0 percent compared to 2023, the area of medium-sized exhibitions of 30,000 to 50,000 square meters grew by 4.8 percent, the area of medium-to-large-sized exhibitions of 50,000 to 100,000 square meters rose by 11.4 percent, and the area of large exhibitions of over 100,000 square meters increased by 13.6 percent.

<sup>1</sup> Based on the classification criteria from past reports, exhibition areas are divided into five categories: small exhibitions of 10,000 square meters or less; small-to-medium-sized exhibitions of 10,000 to 30,000 square meters (inclusive of 30,000 square meters); medium-sized exhibitions of 30,000 to 50,000 square meters (inclusive of 50,000 square meters); medium-to-large-sized exhibitions of 50,000 to 100,000 square meters (inclusive of 100,000 square meters); and large exhibitions of over 100,000 square meters.



By region, the eastern region had the highest proportion of large and medium-to-large-sized exhibitions, accounting for 19.8 percent of the total number in that region. Specifically, large exhibitions exceeding 100,000 square meters made up 5.6 percent, while medium-to-large exhibitions ranging from 50,000 to 100,000 square meters comprised 14.2 percent. In the central region, small exhibitions accounted for the highest proportion at 21.4 percent. In the northeastern region, small-to-medium-sized exhibitions dominated with a proportion of 55.6 percent.





### **Large Domestic Professional Exhibitions Continued to Grow in Size and Influence**

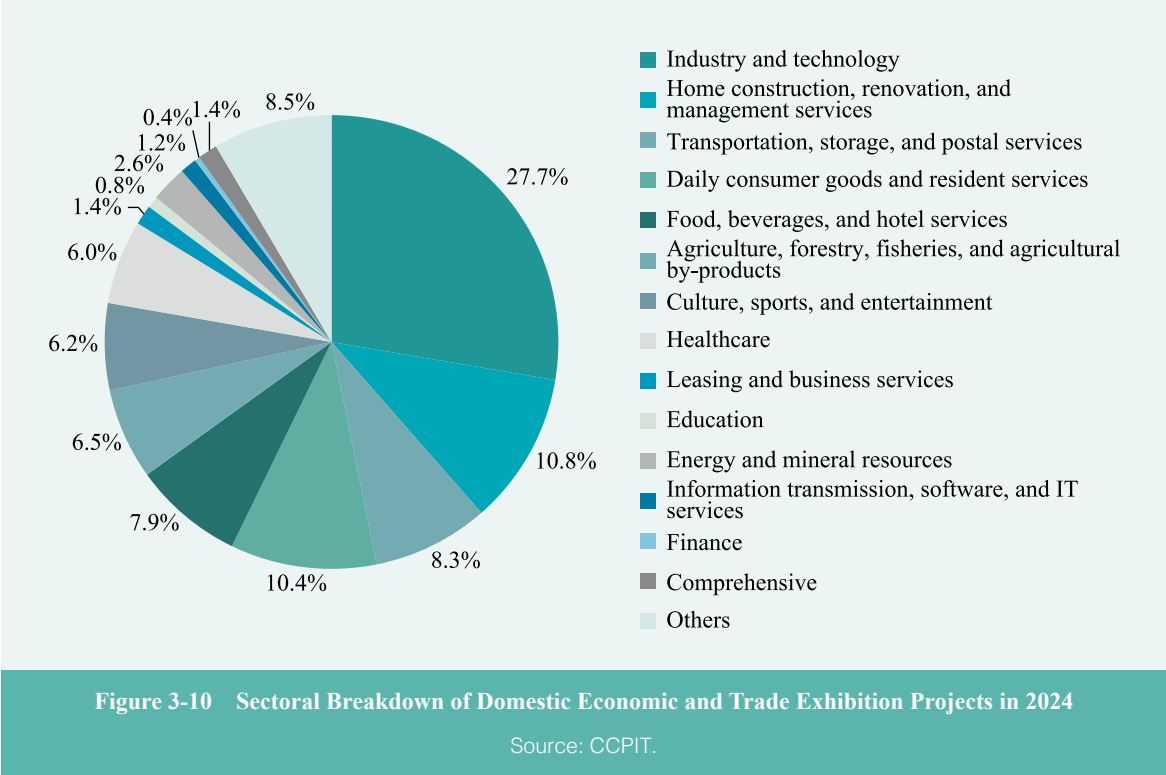
From June 13 to 15, 2024, the 17th International Photovoltaic Power Generation and Smart Energy Conference and Exhibition took place at the National Convention and Exhibition Center (Shanghai) in Hongqiao, Shanghai. The exhibition area expanded from 15,000 square meters at the inaugural session in 2007 to 270,000 square meters in 2023, and further to 400,000 square meters in 2024. This year's session attracted over 3,600 global exhibitors and more than 500,000 registered attendees. Now recognized as one of the world's premier photovoltaic exhibitions, the International Photovoltaic Power Generation and Smart Energy Conference and Exhibition showcases a comprehensive range of products and services, including photovoltaic production equipment, materials, solar cells, photovoltaic applications and modules, as well as photovoltaic engineering and systems, energy storage, and mobile energy solutions, spanning every link of the photovoltaic supply chain.

From March 28 to 31, 2024, the 25th ITES Shenzhen Industry Exhibition and the High-End Equipment Industry Cluster Exhibition convened at the Shenzhen World Exhibition & Convention Center (Bao'an). The exhibition area of the Shenzhen Industrial Exhibition grew from 11,000 square meters at its inaugural event in 2000 to over 200,000 square meters by 2024, establishing it as one of China's largest industrial exhibitions. This year's ITES gathered over 2,200 leading industrial enterprises from around the globe and attracted 140,000 professional visitors. With a focus on two

cores, namely the high-end equipment industry cluster and the advanced manufacturing technology industry cluster, the ITES featured cutting-edge intelligent equipment, advanced digital applications, and innovative precision manufacturing process solutions, all under the theme of “Advanced Equipment Precision Manufacturing · Industrial Technology Intelligent Manufacturing”.

## IV. Significant increase in industry and technology exhibitions

**In terms of the number of exhibitions,** industry and technology exhibitions remained at the top in 2024 with a total of 1,064, representing a significant year-on-year increase of 63.4 percent from 2023. They accounted for 27.7 percent of all exhibitions, an increase of 11.1 percentage points. The second to fifth positions were held by home construction, renovation, and management services (417 events, 10.8 percent), daily consumer goods and resident services (400 events, 10.4 percent), transportation, storage, and postal services (319 events, 8.3 percent), and food, beverages, and hotel services (302 events, 7.9 percent). The top five industries represented 65.1 percent of all exhibition events, an increase of 1.7 percentage points compared to 2023.



### The 26th China High-Tech Fair (CHTF) Showcases China's Advancements in New Quality Productive Forces and Facilitates Global Innovation Collaboration<sup>1</sup>

The 26th China High-Tech Fair (CHTF) was held in Shenzhen from November 14 to 16, 2024. The total exhibition area of this year's CHTF reached 400,000 square meters, with over 5,000 high-tech enterprises from more than 100 countries and regions around the world participating. The event attracted

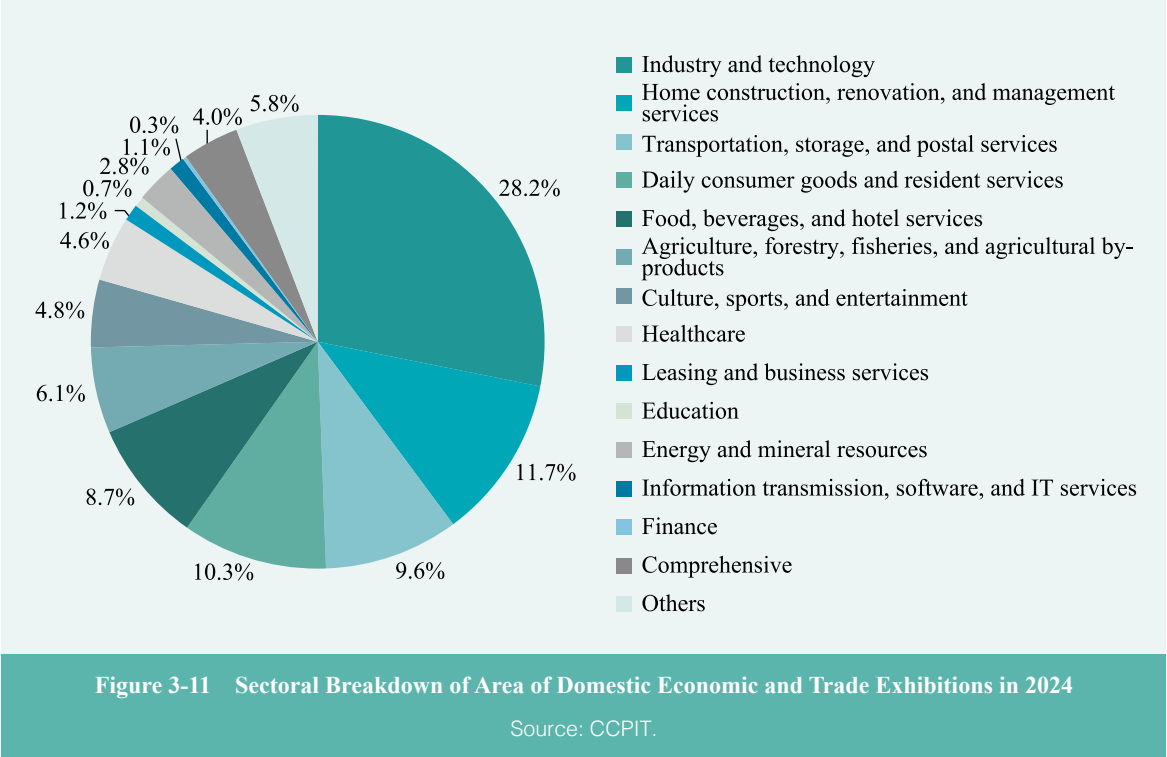
<sup>1</sup> Source: Xinhua News Agency, <https://www.xinhuanet.com/tech/20240523/16470743c0f1477ea22dc14e83a5a942/c.html>.



500,000 professional visitors.

This year's fair featured multiple specialized exhibitions, including the International Science and Technology Exhibition, Future Technologies Exhibition, China's Leading Heavy Equipment Exhibition, Top Tech Industry Chains Exhibition, Semiconductor and Integrated Circuit Exhibition, IT and Big Data Exhibition, Artificial Intelligence and Robots Exhibition, Low-altitude Economy and Aerospace Exhibition, High-end Machinery Manufacturing Exhibition, Specialized and Sophisticated Enterprises Exhibition, Intelligent Agriculture and Digital Village Exhibition, New Energy Industry Exhibition, High-end Medical Devices Exhibition, Medicine/Biotechnology and Medical Laboratory, New Materials Exhibition, Environmental Protection and Green & Low-carbon Exhibition, and Industry-education Integration Exhibition. These exhibitions comprehensively showcased global trends in high-tech development, released the latest achievements in high-tech, and facilitated transactions and negotiations of high-tech outcomes on a global scale.

**In terms of exhibition area**, the top five categories of exhibitions were industry and technology, home construction, renovation, and management services, transportation, storage, and postal services, daily consumer goods and resident services, and food, beverages, and hotel services. These categories accounted for 28.2 percent, 11.7 percent, 9.6 percent, 10.3 percent, and 8.7 percent, respectively. The combined exhibition area for the top five sectors totaled 68.5 percent, marking a rise of 4.3 percentage points from 2023.



### The 2024 World Intelligence Expo – Pioneering a Premier Platform for Shaping the Future of Smart Technology

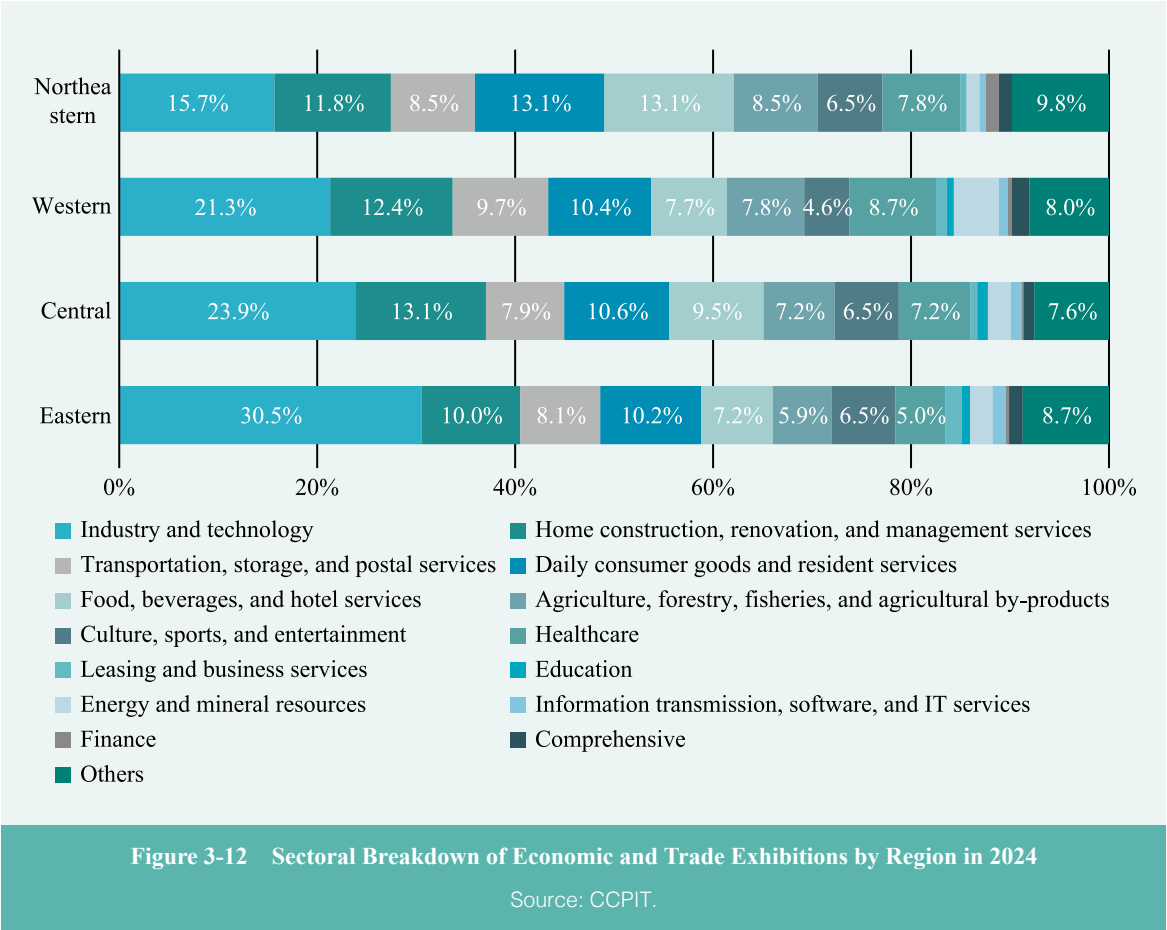
From June 20 to 23, 2024, the 2024 World Intelligence Industry Expo was held at the National Convention and Exhibition Center (Tianjin). Co-sponsored by the Tianjin Municipal People’s Government and the Chongqing Municipal People’s Government, this expo, themed “Intelligence: Extensive Development Space, Sustainable Growth Driver,” embodied the principles of being high-end, international, professional, and market-oriented. Integrating exhibitions, immersive experiences, and competitive events, it aimed to establish itself as a premier platform guiding the future trends in intelligent technology.

The expo boasted a high-standard 100,000-square-meter exhibition area, centered around ten major themes such as artificial intelligence, intelligent connected vehicles, intelligent manufacturing, and robotics. It attracted over 550 leading enterprises and research institutions from both domestic and international markets, showcasing the most advanced technologies and products in a panoramic, multidimensional, and immersive manner.

During the expo, 103 key projects were signed, with a total investment value of RMB109.2 billion, spanning industries like next-generation information technology, automobiles, biopharmaceuticals, equipment manufacturing, new energy, new materials, and light industry. Fifteen matchmaking sessions and meetings with leading enterprises were organized, resulting in intended financing, investment, and procurement agreements that exceeded RMB11 billion in value. The expo also unveiled 102 research reports and innovation outcomes, with 53 of these being first-time releases. Focusing on the fields of “Intelligent Manufacturing”, “Intelligent Connected Vehicles”, and “Intelligent Cybersecurity”, the “FIND Outstanding Cases” solicitation and publication initiative was held. It selected and announced 10 excellent cases, 20 typical cases and 30 emerging cases, serving as benchmarks for the innovative development of the intelligent industry.

In terms of the sectoral breakdown of exhibitions hosted by different regions, the eastern region held a higher proportion of industrial and technological exhibitions, accounting for 30.5 percent of the total exhibitions in the region. The central region had a higher proportion of home construction, decoration, and management service exhibitions, making up 13.1 percent of the total exhibitions in the region. The western region had a higher proportion of transportation, storage, and postal services, as well as energy and mineral resources exhibitions, which represented 9.7 percent and 4.6 percent of the total exhibitions in the region, respectively. The northeastern region had a higher proportion of daily consumer goods and resident services, food, beverages, and hotel services, as well as agriculture, forestry,

fisheries, and agricultural by-products exhibitions, with respective proportions of 13.1 percent, 13.1 percent, and 8.5 percent.



Local governments have been actively planning specialized exhibitions that align with their key and distinctive industries, fully leveraging the platform role of exhibitions to foster the integrated development of exhibitions and industries. Notably, Shenzhen has largely developed a “one cluster, one exhibition (or forum)” framework focused on strategic emerging industries and future sectors. Guangzhou has launched the Three-Year Action Plan for the High-Quality Development of Modern Exhibition Industry Chains (2024-2026), aiming to align each key industry chain with a specialized exhibition. Ordos has been concentrating on developing a world-class cashmere industry and continuously expanding the comprehensive benefits of the China (Ordos) International Cashmere and Wool Exhibition. The China Council for the Promotion of International Trade Taizhou Committee has highlighted the advantages

of leading industrial clusters in Taizhou through its four major branded exhibitions, which have played a crucial role in promoting the transformation and upgrading of the local businesses.



### **Growing Impact of the China (Ordos) International Cashmere and Wool Exhibition**

From July 19 to 21, 2024, the 7th China (Ordos) International Cashmere and Wool Exhibition, known as the Cashmere Expo, unfolded in Dongsheng District, Ordos City, with the theme of “Cashmere Capital of the World, Winning Future by Quality”.

Having been successfully held for six editions, the Cashmere Expo has established itself as a premier platform for supply chain resource integration, industrial transformation and upgrading, and international market expansion in the wool and cashmere industry. The expo has evolved into a professional exhibition brand that embodies “Ordos style, Chinese characteristics, and world-class standards”. It has been honored with prestigious awards, including the “Most Influential Branded Exhibition in China 2019” and the “Excellence Award for Chinese Branded Exhibitions 2020”.

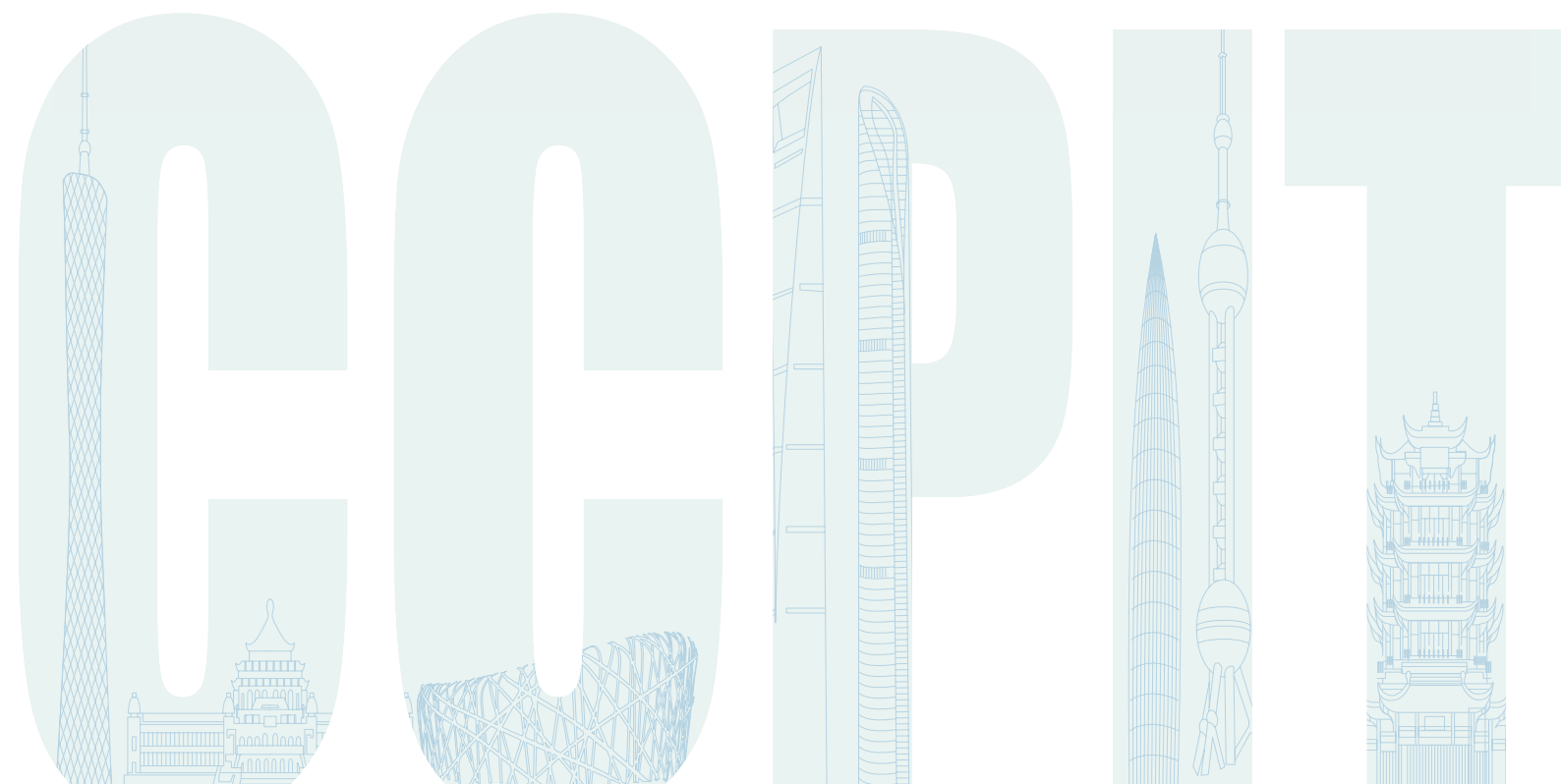
The scope of exhibits at this year’s Cashmere Expo encompassed raw materials and finished goods, animal down, machinery, and software. The layout of the exhibition areas was as follows: a conference service area, a raw materials exhibition area for cashmere and wool, a fabric and yarn area, a finished products area, a Silk Road international cooperation area, an equipment and technology area, a supporting industries area, an opening

ceremony stage (fashion presentation area), a forum area, and a business negotiation area. The number of participating companies rose by over 55 percent compared to the last edition, with a 50 percent rise in leading companies and a 150 percent increase in industrial clusters relative to the previous year. The exhibition area surpassed 20,000 square meters, which was an expansion of 5,000 square meters, or more than 33 percent, from the preceding year.

# Chapter 4

---

## Analysis of China's Overseas Exhibition Development in 2024



The examination and approval of the organization of economic and trade exhibitions abroad is an important duty entrusted to CCPIT by the State Council. The overseas exhibition data for 2024, as detailed in this chapter, comes from CCPIT's exhibition approval system and covers all overseas exhibition organization and participation projects implemented by exhibition organizers across the country during 2024.

## I. Steady increase in the frequency and scale of overseas exhibitions

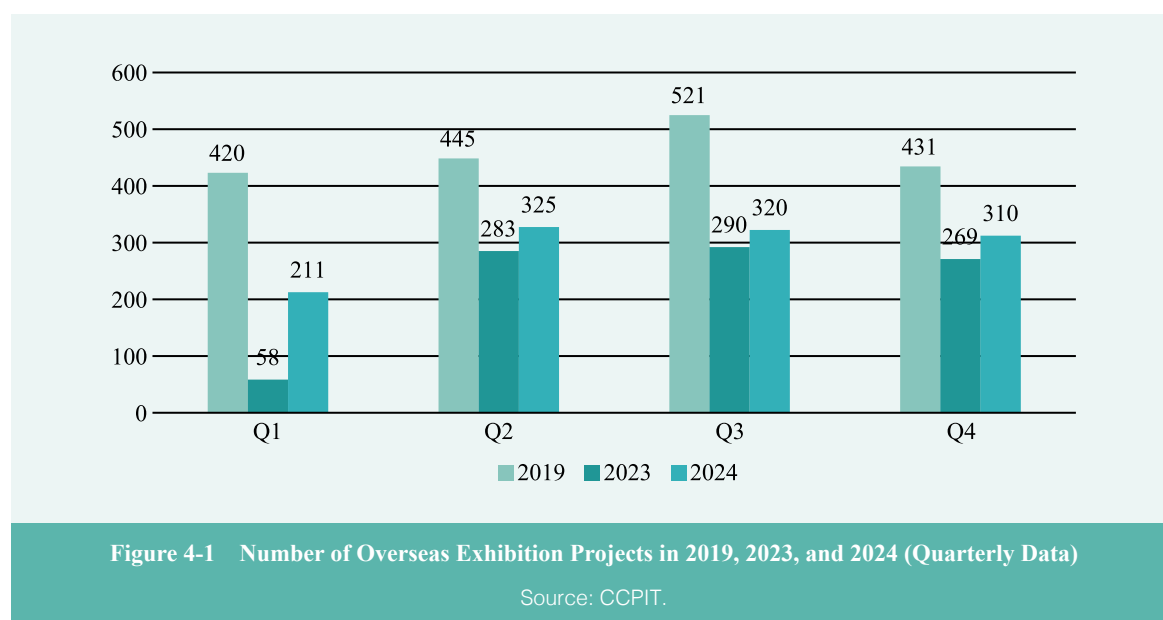
In 2024, despite a complex global economic environment and ongoing challenges to growth, China's foreign trade continued to expand in scale and improve in structure, demonstrating a trend toward higher quality and stable performance. As the new drivers of foreign trade continue to gain strength, overseas exhibitions are entering a period of rapid growth. Building on the gradual recovery seen in 2023, they are now experiencing robust expansion and facing unprecedented opportunities. Since the beginning of 2024, the state has consistently rolled out supportive policies to bolster the participation of various foreign trade enterprises in international exhibitions and encourage trade promotion organizations and industry associations to take proactive roles in this process. In 2024, CCPIT launched the "Thousand Groups Going Abroad" initiative, through which the national trade promotion system actively developed high-quality platforms to facilitate pragmatic cooperation and business negotiations between Chinese and foreign firms. In June 2024, the Ministry of Commerce and eight other departments issued the Opinions on Expanding Cross-Border E-Commerce Exports and Advancing the Construction of Overseas Warehouses, supporting cross-border e-commerce companies in "going abroad via exhibitions". Local governments have also responded actively, increasing investment in resource allocation and financial support to foster the development of self-organized overseas exhibitions and significantly expand their scale. This effort lays a solid foundation for the high-quality development of overseas exhibitions.

On a yearly basis, in 2024, CCPIT approved 1550 planned overseas exhibition projects, of which 1,166 were actually executed. Among these, there were 1,067 participation projects

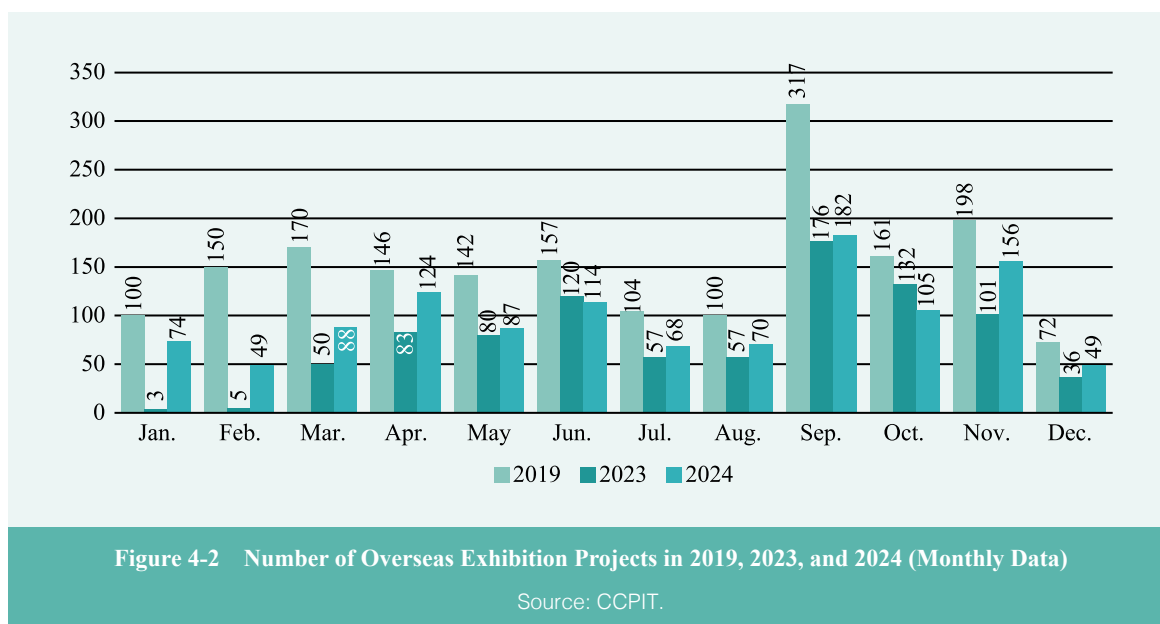


and 99 organization projects, involving 68 organizers and 60 countries or regions, with a total of 50,100 participating enterprises and an exhibition area of 703,700 square meters. Compared to 2023, the number of actually executed projects, the number of participating enterprises organized, and the exhibition area increased by 29.4 percent, 26.3 percent, and 23.0 percent, respectively. From a quarterly perspective, the number of overseas exhibition projects grew significantly in each quarter of 2024<sup>1</sup>, with the second, third, and fourth quarters exceeding 300 projects each, representing year-on-year increases of 14.8 percent, 10.3 percent, and 15.2 percent, respectively.

On a monthly basis, the highest numbers of overseas exhibition projects occurred in September and November, with 182 and 156 projects, respectively, while the lowest numbers were in December and February, both with 49 projects.

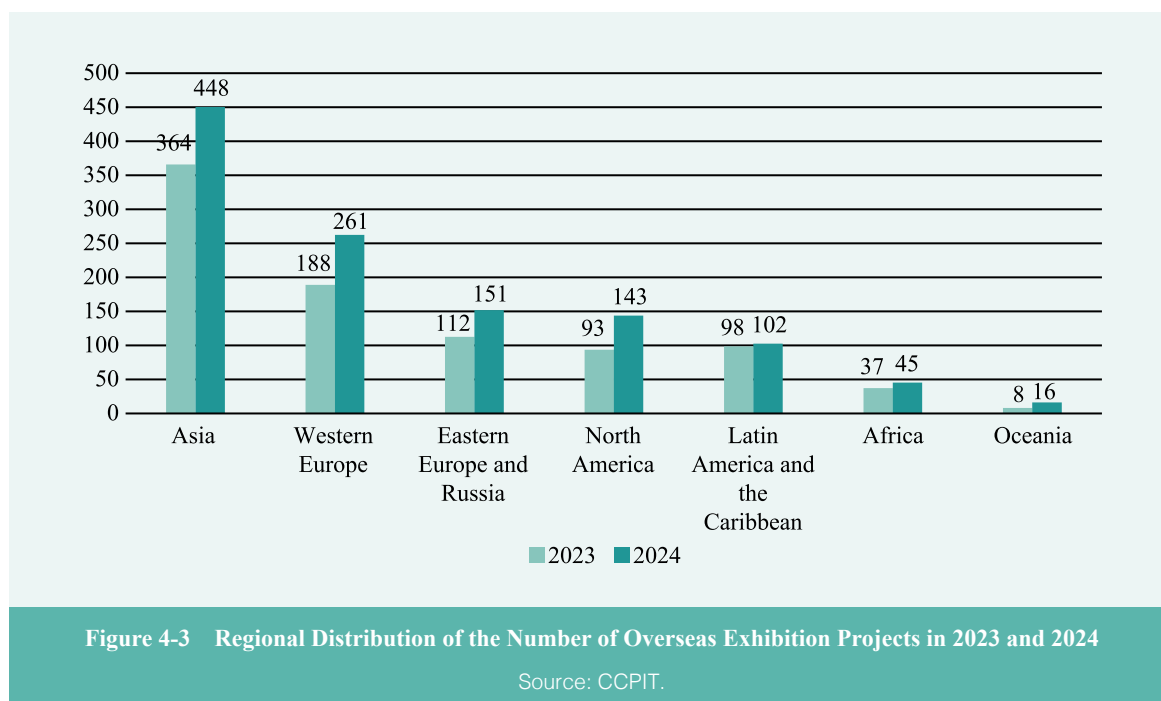


<sup>1</sup> Note: Approval for exhibitions was not fully relaxed from January to February 2023, so this period is not included in the comparison.



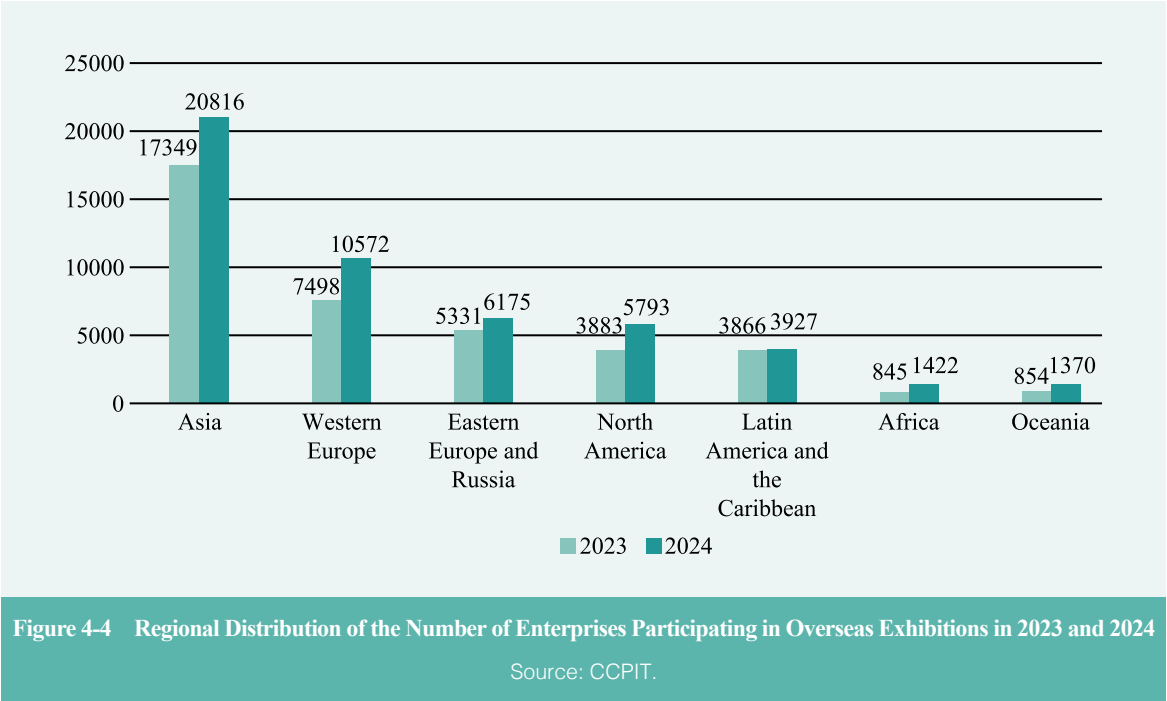
## II. Significant growth in overseas exhibitions in Asia and Western Europe

**In terms of the regional distribution of overseas exhibition projects,** in 2024, the main destinations for overseas exhibitions remained concentrated in key regions such as Asia and Western Europe. Specifically, there were 448 projects in Asia (38.4 percent), 261 in Western Europe (22.4 percent), 151 in Eastern Europe and Russia (13 percent), 143 in North America (12.3 percent), 102 in Latin America and the Caribbean (8.7 percent), 45 in Africa (3.9 percent), and 16 in Oceania (1.4 percent). Compared to 2023, the number of exhibition projects in all regions increased, with the most significant growth seen in Asia, Western Europe, and North America, which added 84, 73, and 50 projects respectively, representing year-on-year increases of 23.1 percent, 38.8 percent, and 53.8 percent.



**From the regional distribution of participating companies,** Asia and Western Europe remained crucial markets for Chinese companies participating exhibitions abroad. In 2024, the number of Chinese companies participating in exhibitions in Asia was the highest, increasing from 17,349 in 2023 to 20,816 in 2024, a year-on-year growth of 20.0 percent. The number of companies participating in exhibitions in Western Europe saw a substantial rise, growing from 7,498 in 2023 to 10,572 in 2024, representing a 41.0 percent increase year on year. Compared to 2023, the number of companies participating in exhibitions in Asia and Western Europe grew significantly, with increases of 3,467 and 3,074 companies, respectively. Additionally, the number of companies participating in exhibitions in Eastern Europe and Russia, North America, Oceania, and Africa also increased notably, growing by 15.83 percent, 49.19 percent, 60.42 percent, and 68.28 percent, respectively, compared to 2023.

Specifically, the distribution of companies is as follows: 20,816 in Asia (41.6 percent), 10,572 in Western Europe (21.1 percent), 6,175 in Eastern Europe and Russia (12.3 percent), 5,793 in North America (11.6 percent), 3,927 in Latin America and the Caribbean (7.8 percent), 1,422 in Africa (2.8 percent), and 1,370 in Oceania (2.7 percent).



Case 4-1

**The Xinjiang Sub-Council of the China Council for the Promotion of International Trade Builds an Exhibition Platform to Help Companies Explore the Central Asian Market**

From March 30 to April 1, 2024, the 13th Uzbekistan-China Xinjiang Commodities Exhibition (referred to as the “Uzbek Expo”) was successfully held in Tashkent, Uzbekistan. The Uzbek Expo, successfully held for 12 consecutive years, has received high attention and endorsement from the governments of both China and Uzbekistan, as well as widespread recognition and praise from entrepreneurs in both countries. It has become one of the largest trade fairs in the country, significantly promoting economic and trade cooperation between Xinjiang, China, and Uzbekistan. This year’s Uzbek Expo attracted 106 companies

from Xinjiang and other provinces and municipalities in China, along with 13 local Uzbekistan companies. The total exhibition area covered 2,600 square meters, including 400 square meters dedicated to outdoor exhibitions, with a total of 114 booths. The exhibits covered areas such as machinery, logistics, agriculture, automobiles, building materials, health care, and textiles. At the exhibition, 51 projects were signed on-site, with a total contract value of RMB1.394 billion.

From November 8 to 10, 2024, the 10th Georgia-China Xinjiang Commodity Exhibition (referred to as the “Georgia Expo”) was successfully held at the National Exhibition Center in Tbilisi, the capital of Georgia. Having been held consecutively for 10 editions, the Georgia Expo has gradually become an influential exhibition for Xinjiang in Georgia. The event was sponsored by the Xinjiang Sub-council of CCPIT, organized by the China International Chamber of Commerce Xinjiang Chamber of Commerce (CCOIC Xinjiang). It was co-organized by the Georgian Ministry of Economy and Sustainable Development, the Georgian Chamber of Commerce and Industry, and the Xinjiang Supply and Marketing Cooperative. The total exhibition area was 2,400 square meters, including 400 square meters of outdoor exhibition space, with 116 booths. The exhibition featured two main sections: a special exhibition area and a commodity trade section. For the first time, a special exhibition area showcasing the image of Xinjiang was set up, themed “Beautiful Xinjiang, Open Xinjiang”. This area showcased Xinjiang’s key industrial clusters, including oil and gas production, coal processing, green mining, and grain and oil industries, through promotional videos, physical displays, exhibition boards, and models. It presented Xinjiang’s dynamic economic environment and rich, diverse resources to various sectors of the Georgian society, enhancing its understanding and recognition of Xinjiang. At this year’s Georgia Expo, ten groups of Chinese and Georgian companies signed project cooperation agreements, with a total contract value of RMB88.68 million. Four companies also reached preliminary agreements, with an intended transaction value

of RMB22 million, covering industries such as new energy vehicles, tourism services, clothing, wine, and dried fruits.

### III. Germany, the United States, and Russia remained the primary countries of focus for overseas exhibitions

**In terms of the distribution of overseas exhibition projects by country**, the concentration of countries has steadily increased. Compared to 2023, the number and share of exhibition projects from the top ten countries have increased, from 589 to 785, with their share rising from 65.4 percent to 67.3 percent. In 2024, the top ten countries ranked by the number of Chinese overseas exhibition projects were Germany (156 projects), the United States (139 projects), Russia (130 projects), Japan (78 projects), the United Arab Emirates (65 projects), Vietnam (48 projects), Türkiye (46 projects), Indonesia (43 projects), Mexico (42 projects), and France (38 projects). Germany, the United States, and Russia maintained their positions as the top three countries for overseas exhibition projects. The United Arab Emirates and Indonesia notably advanced in the rankings for the number of overseas exhibitions.

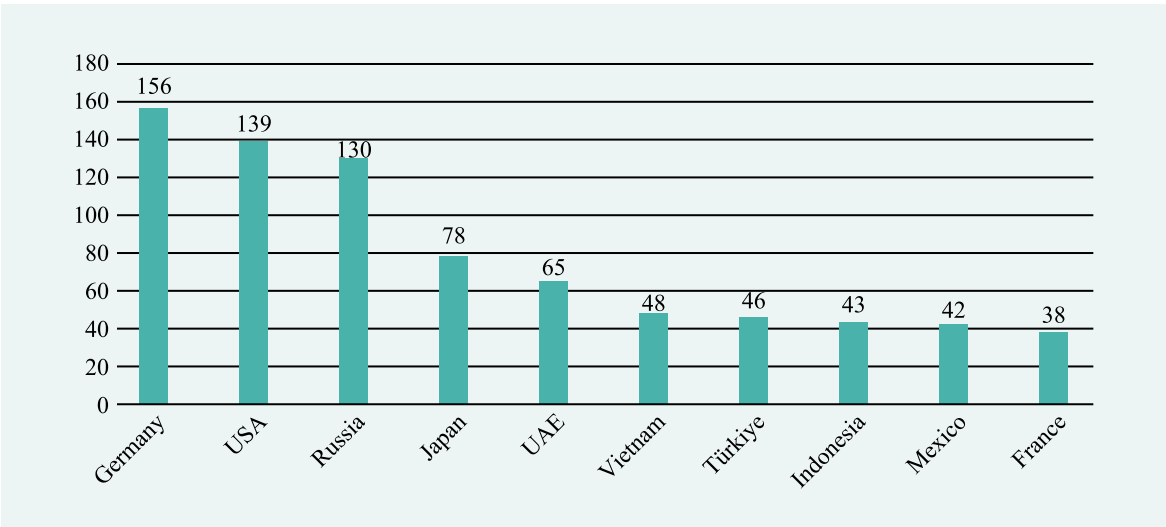


Figure 4-5 Distribution of the Number of Overseas Exhibition Projects by Country in 2024

Source: CCPIT.

In terms of overseas exhibition project area, the top ten countries accounted for 75.8 percent of the total exhibition area. The specific countries and their respective areas are as follows: Germany (122,000 square meters), the United States (73,000 square meters), Russia (69,000 square meters), the United Arab Emirates (64,000 square meters), Japan (47,000 square meters), Indonesia (44,000 square meters), Italy (34,000 square meters), France (28,000 square meters), Vietnam (27,000 square meters), and Brazil (24,000 square meters).

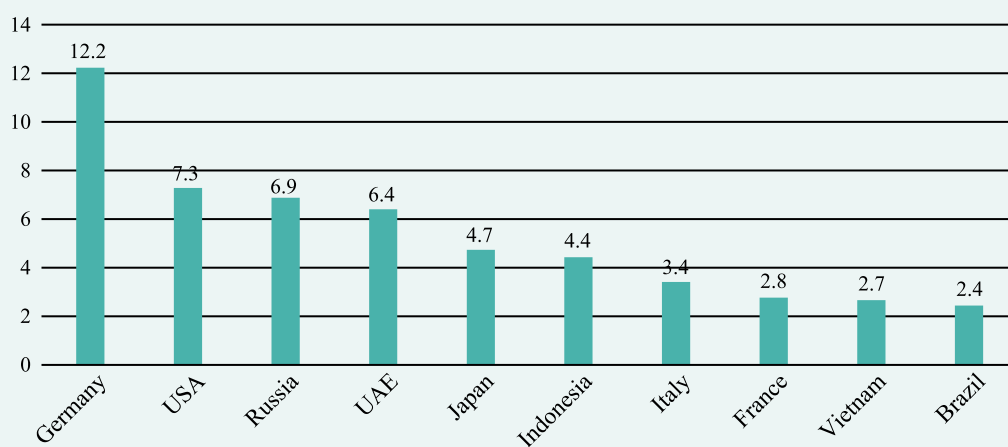


Figure 4-6 Distribution of Exhibition Area of Overseas Exhibition Projects by Country in 2024  
(Unit: Ten Thousand Square Meters)

Source: CCPIT.



#### Case 4-2

### DRUPA in Düsseldorf, Germany, as the Largest Exhibition in Terms of Booth Area for Chinese Companies Participating Abroad This Year.

DRUPA in Düsseldorf, Germany, is the world's most prestigious trade fair for printing technologies. Held every four years, the show is called the Olympics in the printing and paper industry and is regarded as "the

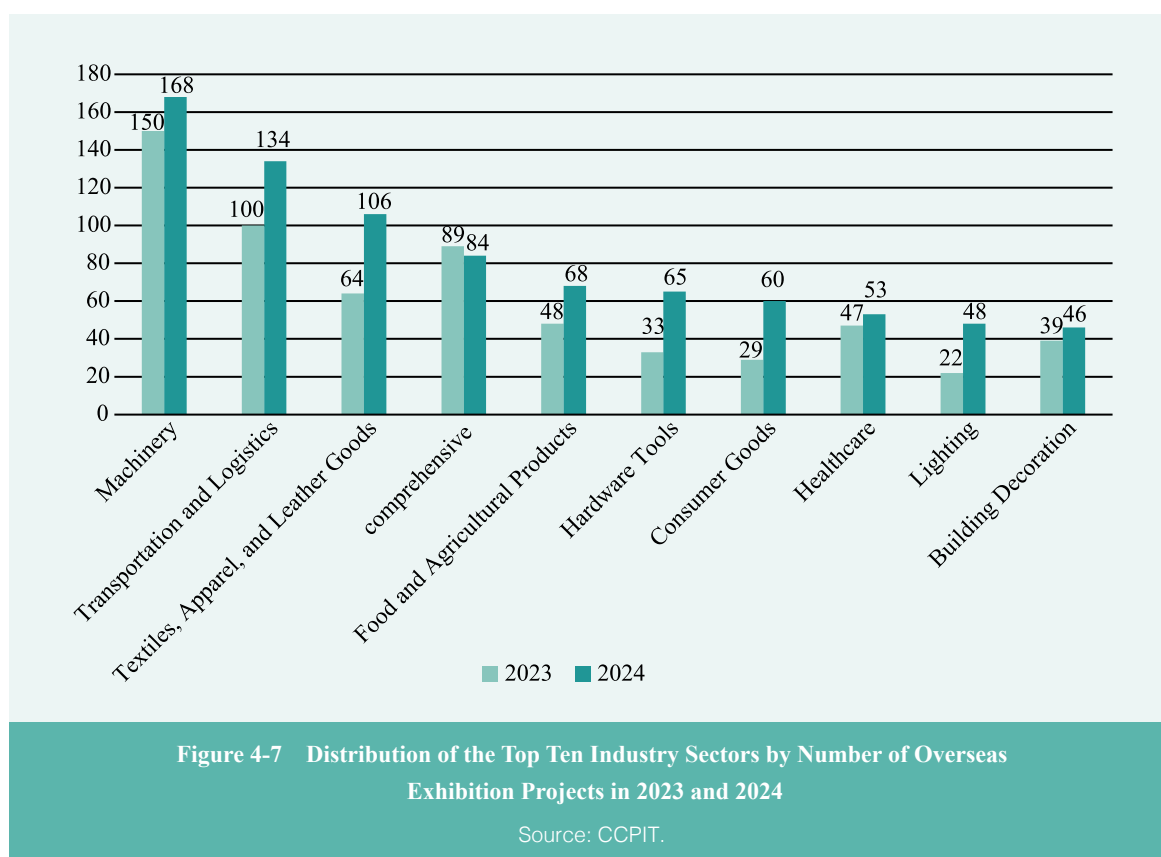
festival of printers” by industry insiders. This year’s DRUPA featured 1,643 exhibitors from 52 countries and welcomed 170,000 visitors from 174 countries.

For this year’s DRUPA, domestic organizers brought together 235 Chinese companies to participate. With an exhibition area totaling 15,000 square meters, it was the largest overseas exhibition by area for Chinese companies this year. The showcased products ranged from cup-making machines and box-making machines to reflective materials, anti-counterfeiting paper, and UV printers. The exhibiting companies reported positive feedback on their participation.

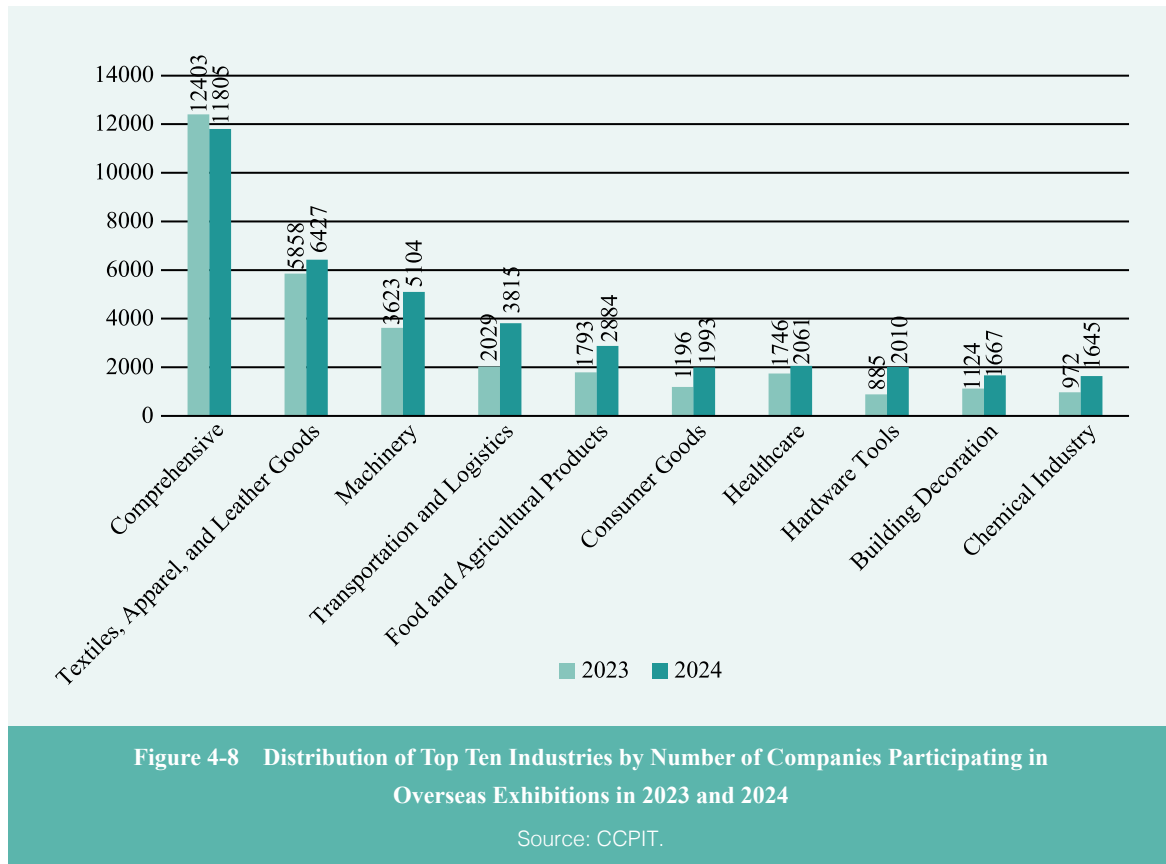
## IV. An increased number of participating companies in specialized exhibitions

**Ranked by the number of projects**, the top ten industries for overseas exhibitions in 2024 are: machinery (168 projects, accounting for 14.4 percent), transportation and logistics (134 projects, 11.5 percent), textiles, apparel, and leather products (106 projects, 9.1 percent), comprehensive (84 projects, 7.2 percent), food and agricultural products (68 projects, 5.8 percent), hardware tools (65 projects, 5.6 percent), consumer goods (60 projects, 5.1 percent), health care (53 projects, 4.5 percent), lighting (48 projects, 4.1 percent), and construction and decoration (46 projects, 3.9 percent).





**Ranked by the number of participating enterprises**, the top ten industry sectors for overseas exhibitions are as follows: comprehensive (11,805 companies, 23.6 percent), textiles, apparel, and leather products (6,427 companies, 12.8 percent), machinery (5,104 companies, 10.2 percent), transportation and logistics (3,815 companies, 7.6 percent), food and agricultural products (2,884 companies, 5.8 percent), consumer goods (1,993 companies, 4.0 percent), health care (2,061 companies, 4.1 percent), hardware tools (2,010 companies, 4.0 percent), construction and decoration (1,667 companies, 3.3 percent), and chemicals (1,645 companies, 3.3 percent). Compared with 2023, there was an increase in the number of enterprises participating in or organizing specialized exhibitions abroad.



**Regarding the country distribution of overseas exhibition projects across industries,** the emphasis varies by destination country. For example, in 2024, participation in or organization of comprehensive exhibitions was largely concentrated in countries like the United States, Japan, and Germany. Enterprises traveling to Germany focused heavily on specialized exhibitions in transportation and logistics, hardware tools, lighting, cultural and educational supplies, and printing. Those heading to the United States were more engaged in specialized exhibitions related to textiles, apparel, and leather products, food and agricultural products, consumer goods, and construction and decoration. Specialized exhibitions in machinery, health care, energy and minerals, security and protection, and home appliances were predominantly held in Russia. Moreover, in countries participating in the Belt and Road Initiative, such as the United Arab Emirates, Saudi Arabia, Indonesia, Thailand, and Vietnam, enterprises targeted specialized fields tailored to the unique development features of each regional market. These exhibitions served as vital platforms for expanding the Belt and Road market.

**Table 4-1 Country Distribution of the Number of Overseas Exhibition Projects by Industry in 2024**  
(Listing the top three countries for each industry sector)

	1	2	3
Machinery	RUSSIA(23)	USA(22)	JAPAN(17)
Transportation and Logistics	GERMANY(25)	RUSSIA(14)	TÜRKIYE(13)
Textiles, Apparel, and Leather Products	USA(18)	RUSSIA(14)	GERMANY(11) FRANCE(11)
Comprehensive	USA(11)	JAPAN(7)	GERMANY(6)
Food and Agricultural Products	USA(10)	INDONESIA(6)	FRANCE(5) RUSSIA(5)
Hardware Tools	GERMANY(17)	USA(9)	RUSSIA(8)
Consumer Goods	USA(14)	GERMANY(11)	UAE(8)
Healthcare	RUSSIA(8)	USA(6) GERMANY(6)	\
Lighting	GERMANY(10)	UAE(8)	SPAIN(5)
Construction and Decoration	USA(7)	RUSSIA(5) FRANCE(5)	\
Energy and Minerals	RUSSIA(5)	USA(4)	JAPAN(3)
Security and Protection	RUSSIA(4) UAE(4)	USA(3) THAILAND(3) FRANCE(3)	\
Chemicals	TÜRKIYE(5)	THAILAND(4)	RUSSIA(3) JAPAN(3) VIETNAM(3) GERMANY(3)
Information and Communications	VIETNAM(4)	FRANCE(3)	RUSSIA(2) USA(2)
Cultural, Educational, and Sports Supplies	GERMANY(9)	USA(5)	VIETNAM(2) JAPAN(2)
Gifts and Industrial Products	THAILAND(4)	JAPAN(3)	TÜRKIYE(1) INDONESIA(1) GERMANY(1) RUSSIA(1)
Agricultural Machinery and Pesticides	ITALY(2) BRAZIL(2) JAPAN(2)	\	\
Home Appliances	RUSSIA(3)	FRANCE(2)	SAUDI ARABIA(1) KAZAKHSTAN(1) UAE(1) POLAND(1)

continued

	1	2	3
Printing	GERMANY(2)	VIETNAM(1) INDONESIA(1) UAE(1) PERU(1) JAPAN(1)	\
Scientific Research and Technology	USA(2)	RUSSIA(1) THAILAND(1) UAE(1) VIETNAM(1)	\
Leisure and Entertainment	GERMANY(1) SINGAPORE(1)	\	\
Others	GERMANY(36)	RUSSIA(24)	USA(21)



**The 2024 Hannover Messe as a Significant Cooperation Platform for Chinese and German Enterprises**

The Hannover Messe is one of the largest and most important industrial trade fairs in the world. The 2024 Hannover Messe was held from April 22 to 26, attracting over 130,000 visitors from 150 countries and regions, 4,000 exhibitors, 300 start-ups, and more than 300 economic and political delegations from around the globe.

Over 40 percent of the attendees were international visitors. Apart from the host country Germany, the countries with the highest number of visitors included China, the Netherlands, the Republic of Korea, the United States, and Japan. At this year’s Hannover Messe, China was the top foreign exhibitor country after Germany, with more than 1,150 Chinese companies participating. These companies primarily came from Zhejiang, Jiangsu,

Guangdong, Shanghai, and Beijing, showcasing China's strong capabilities and broad influence in global industry. 2024 marks the 10th anniversary of the comprehensive strategic partnership between China and Germany, and this year's Hannover Messe served as a significant platform for deepening technological and economic cooperation between the two countries.

## V. A more heightened initiative to organize exhibitions overseas

In 2024, CCPIT approved and implemented a total of 99 self-organized overseas exhibition projects, accounting for 8.5 percent of the total number of overseas exhibitions, an increase of 21 projects compared to 2023. Among these, the total actual exhibition area covered by the approved and executed exhibition projects was 226,900 square meters, with a total of 17,200 participating companies and 25,000 booths. Compared to 2023, the actual exhibition area, the number of participating companies, and the number of booths increased by 7.0 percent, 13.9 percent, and 14.2 percent, respectively.

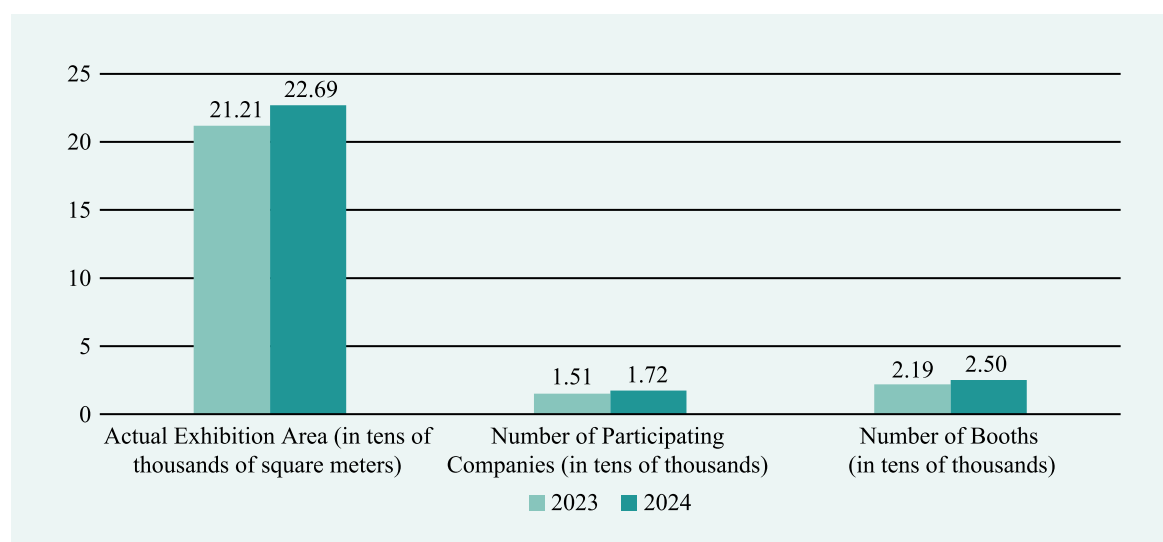
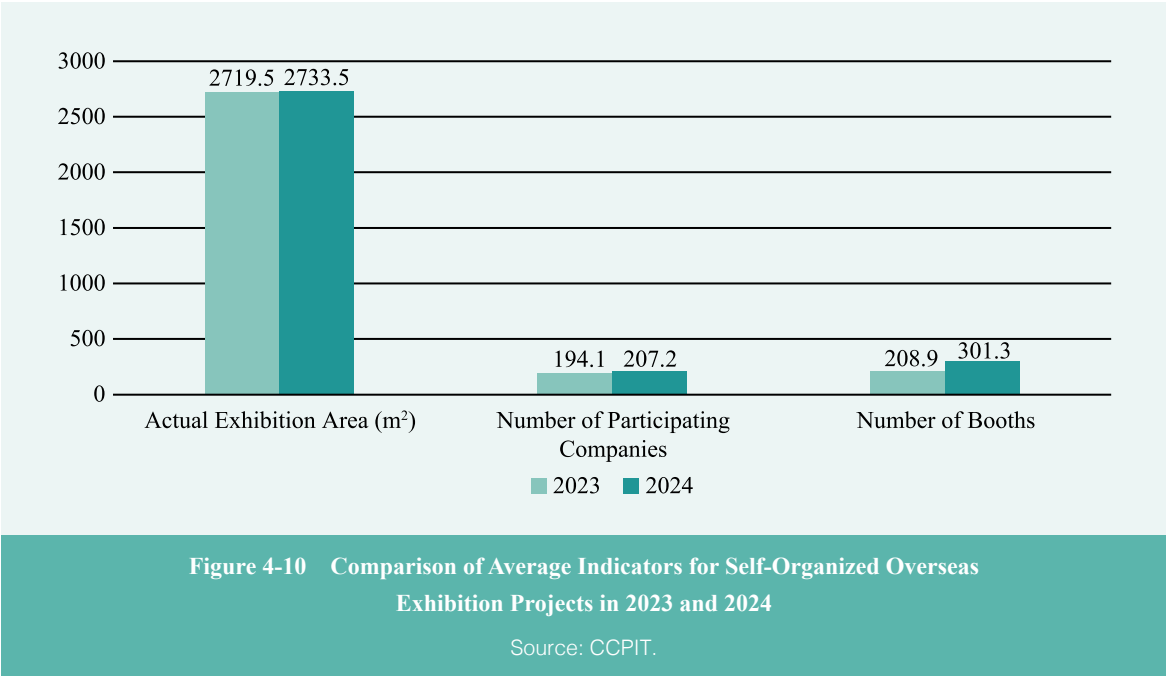


Figure 4-9 Comparison of Overall Indicators for Self-Organized Overseas Exhibition Projects in 2023 and 2024

Source: CCPIT.

In 2024, the average indicators for overseas exhibition organization projects showed growth compared to 2023. The average exhibition area per project in 2024 was 2,733.5 square meters, the average number of participating companies was 207.2, and the average number of booths was 301.3, representing year-on-year increases of 0.5 percent, 6.7 percent, and 44.2 percent, respectively.



### The 7th China Trade Fair Indonesia – Largest Self-Organized Exhibition of 2024

The 7th China Trade Fair Indonesia was held from June 4 to 7, 2024, at the Jakarta International Expo in the capital city of Indonesia, attracting nearly 1,000 companies from China and Indonesia.

This year's trade fair was the largest self-organized exhibition by China

in Indonesia and also the largest self-organized exhibition held overseas this year, featuring participants from 18 provinces and municipalities, including Zhejiang, Jiangsu, Guangdong, and Shandong, as well as the Hong Kong Special Administrative Region, along with local Indonesian companies. The exhibition covered an area of 40,000 square meters and included sectors such as industrial equipment and components, plastic printing and packaging equipment, educational equipment, building materials and home decoration, home appliances, home gifts, and textiles and apparel. Compared to previous sessions, this year's event introduced a new sector—educational equipment—with 59 participating companies. Pre-registered buyers increased by 61 percent compared to the previous session, and over the four days of the exhibition, more than 38,000 visitors attended, with a total of over 73,000 visits. The exhibition facilitated intent orders worth US\$360 million.

## VI. Increasing concentration of exhibition organizers

In 2024, approved by CCPIT, 68 exhibition organizers arranged overseas exhibitions, with the leading role of the top organizers further strengthened.

**In terms of the number of exhibitions organized,** the top ten exhibition organizers had a total of 696 projects in 2024, representing a year-on-year increase of 30.3 percent from the 534 projects in 2023, accounting for 59.7 percent. The top five exhibition organizers were Zhejiang Broad International Convention & Exhibition Co., Ltd. (138 projects, accounting for 11.8 percent), CMEC International Exhibition Co., Ltd. (102 projects, 8.7 percent), Shanghai International Exhibition (Group) Co., Ltd. (79 projects, 6.8 percent), China International Exhibition Center Group Co., Ltd. (67 projects, 5.7 percent), and China Chamber of Commerce for Import and Export of Machinery and Electronic Products (65 projects, 5.6 percent).

**In terms of the number of participating enterprises,** the top ten exhibition organizers

facilitated participation from 31,000 enterprises in 2024, marking a 25.5 percent increase from the 24,700 enterprises recorded in 2023, with a share of 61.9 percent. The top five organizers in this respect were Zhejiang Meorient Business Exhibition Co., Ltd. (7,564 enterprises, 15.1 percent), Zhejiang Broad International Convention & Exhibition Co., Ltd. (4,058 enterprises, 8.1 percent), CMEC International Exhibition Co., Ltd. (3,286 enterprises, 6.6 percent), China Chamber of Commerce for Import and Export of Machinery and Electronic Products (2,651 enterprises, 5.3 percent), and CCPIT Textile Industry Sub-council (2,453 enterprises, 4.9 percent).

Furthermore, **the exhibition space organized** by the top ten entities expanded to 439,000 square meters in 2024, marking a 21.9 percent increase from the 360,000 square meters recorded in 2023. This growth enabled these leading organizers to command 62.4 percent of the total exhibition area. Among these, Zhejiang Meorient Business Exhibition Co., Ltd. stood out with 96,600 square meters (13.7 percent), while Zhejiang Broad International Convention & Exhibition Co., Ltd. secured 70,400 square meters (10 percent). Additional significant contributions came from CMEC International Exhibition Co., Ltd. with 47,700 square meters (6.8 percent), the China Chamber of Commerce for Import and Export of Machinery and Electronic Products with 44,300 square meters (6.3 percent), and China International Exhibition Center Group Co., Ltd. with 36,100 square meters (5.1 percent).

**Figure 4-2 Implementation of China's Overseas Exhibition Participation and Organization Projects in 2024 (Top 30 in the Number of Participating Companies Organized)**

No.	Organizer	Number of Projects		Number of Participating Companies		Exhibition Area	
		Number	%	Number	%	Area (m <sup>2</sup> )	%
1	Zhejiang Meorient Business Exhibition Co., Ltd.	17	1.5%	7564	15.1%	96597	13.7%
2	Zhejiang Broad International Convention & Exhibition Co., Ltd.	138	11.8%	4058	8.1%	70427.14	10.0%
3	CMEC International Exhibition Co., Ltd.	102	8.7%	3286	6.6%	47660.23	6.8%
4	China Chamber of Commerce for Import and Export of Machinery and Electronic Products	65	5.6%	2651	5.3%	44298.5	6.3%
5	CCPIT Textile Industry Sub-council	18	1.5%	2453	4.9%	28433.5	4.0%
6	CCPIT Chemical Industry Sub-council	34	2.9%	2429	4.9%	30222.25	4.3%



Continued

No.	Organizer	Number of Projects		Number of Participating Companies		Exhibition Area	
		Number	%	Number	%	Area (m <sup>2</sup> )	%
7	China International Exhibition Center Group Co., Ltd.	67	5.7%	2336	4.7%	36142	5.1%
8	China Chamber of Commerce for Import and Export of Medicines and Health Products	40	3.4%	2183	4.4%	25742.95	3.7%
9	CCPIT Machinery Industry Sub-council	64	5.5%	2136	4.3%	34620.32	4.9%
10	Grand International Exhibition Co., Ltd.	49	4.2%	1881	3.8%	25174.5	3.6%
11	China Textile Advertising and Exhibition Co., Ltd.	9	0.8%	1427	2.8%	15648	2.2%
12	China Foreign Trade Center Group Co., Ltd.	25	2.1%	1290	2.6%	14723	2.1%
13	China Chamber of Commerce for Import and Export of Textiles	9	0.8%	1223	2.4%	13506.5	1.9%
14	Fujian Huiyuan International Exhibition Co., Ltd.	54	4.6%	1103	2.2%	12499.5	1.8%
15	Shanghai International Exhibition (Group) Co., Ltd.	79	6.8%	1050	2.1%	13523.3	1.9%
16	CCPIT Electronic Information Industry Sub-council	27	2.3%	1031	2.1%	15376.5	2.2%
17	Foreign Trade Development Bureau of the Ministry of Commerce	11	0.9%	912	1.8%	12248	1.7%
18	China Electronics International Exhibition and Advertising Co., Ltd.	25	2.1%	893	1.8%	11667.5	1.7%
19	Poly International Exhibition Co., Ltd.	24	2.1%	770	1.5%	9833.6	1.4%
20	China Great Wall International Exhibition Co., Ltd.	25	2.1%	745	1.5%	10184	1.4%
21	Sinolight International Holding Corporation	24	2.1%	712	1.4%	13357	1.9%
22	China Chamber of Foodstuffs, Native Produce & Animal By-products Importers & Exporters	15	1.3%	707	1.4%	8604.36	1.2%
23	China Chamber of Commerce of Metals, Minerals & Chemicals Importers & Exporters	18	1.5%	599	1.2%	7872	1.1%
24	Zhejiang Times International Exhibition Services Co., Ltd.	18	1.5%	446	0.9%	4906	0.7%
25	China Construction Machinery Association	5	0.4%	385	0.8%	8776.75	1.2%

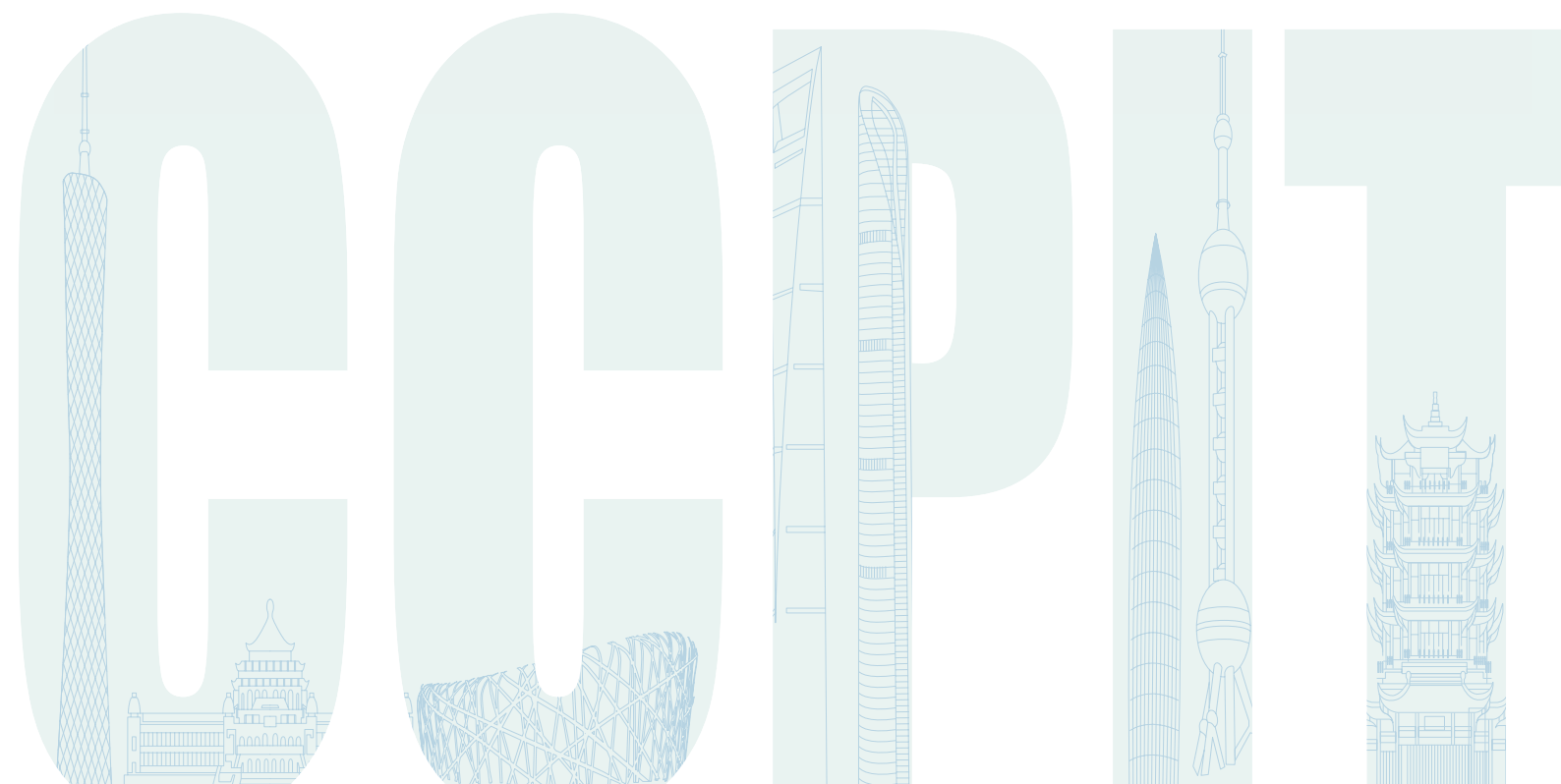
Continued

No.	Organizer	Number of Projects		Number of Participating Companies		Exhibition Area	
		Number	%	Number	%	Area (m <sup>2</sup> )	%
26	China National Chemical Information Center Co., Ltd.	9	0.8%	341	0.7%	4421.5	0.6%
27	CCPIT Shanghai Pudong Sub-council	38	3.3%	327	0.7%	4928.2	0.7%
28	China Machinery Industry International Cooperation Co., Ltd.	14	1.2%	318	0.6%	3643.75	0.5%
29	Department of Commerce of Jiangsu Province	2	0.2%	290	0.6%	3367.5	0.5%
30	China Food and Packaging Machinery Industry Association	9	0.8%	288	0.6%	3485.15	0.5%

# Chapter 5

---

## Analysis of China's Exhibition Venue Market in 2024



Exhibition venues are the carriers of the exhibition industry’s development, and the physical facilities of the venue directly determine the scale and quality of the exhibitions. In recent years, there has been a surge in the construction of exhibition venues across China, resulting in a substantial increase in available exhibition space. Modern venue facilities provide robust support for hosting international exhibitions. According to UFI’s *World Map of Venues (2024 Edition)*, China occupies four of the top five global venues, with a total indoor exhibition area of approximately 13.46 million square meters, representing 81.2 percent of the total in the Asia-Pacific region.

## I. Stability in the number of operating exhibition venues compared to last year

For this report, we have selected professional exhibition venues that hosted more than two trade fairs in 2024 from the collected exhibition venue data, focusing our analysis of China’s exhibition venue market on these locations, all of which were operational in 2024.

In 2024, the number of exhibition venues operating in China stood at 190, which is largely consistent with the 194 venues recorded in 2023.

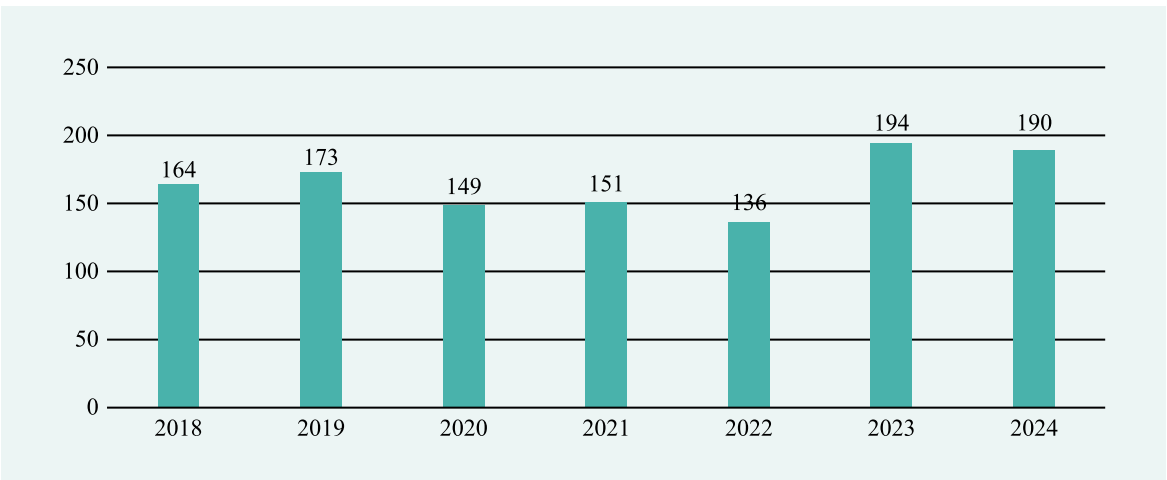
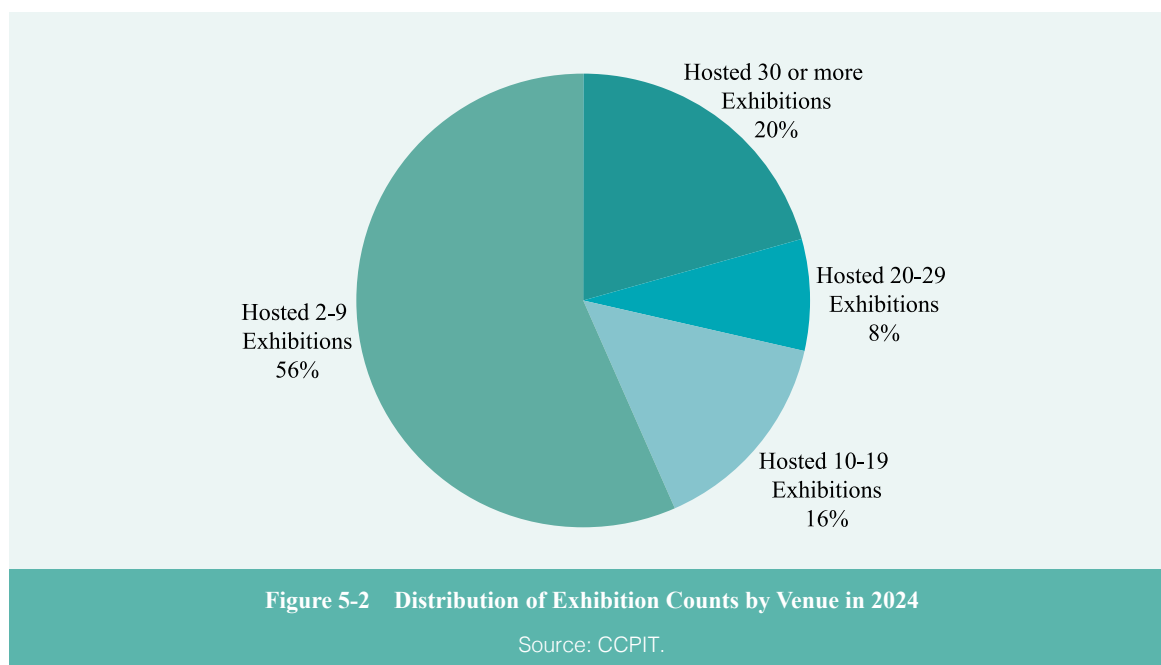


Figure 5-1 Number of Operating Exhibition Venues in China from 2018 to 2024

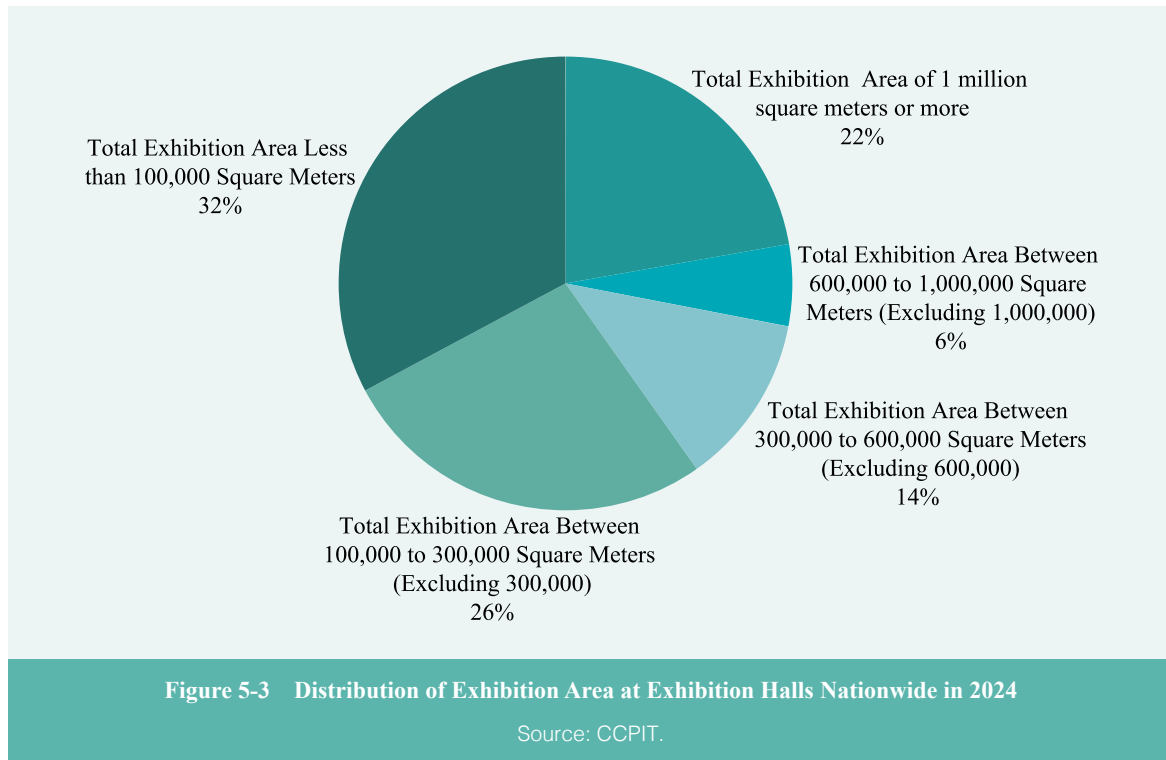
Source: CCPIT.

## II. Increasing concentration of exhibitions in major venues

In terms of the number of exhibitions held, in 2024, a total of 38 exhibition venues hosted 30 or more exhibitions, accounting for 20 percent, which is largely consistent with the figure for 2023. Fifteen venues hosted between 20 and 29 exhibitions, while 31 venues hosted between 10 and 19 exhibitions. One hundred and six venues hosted between 2 and 9 exhibitions.



In terms of the total exhibition area for self-organized exhibitions, in 2024, a total of 42 exhibition venues hosted exhibitions covering more than one million square meters. This is an increase of seven venues compared to 2023, representing a growth rate of 20 percent. Eleven venues hosted exhibitions with a total area between 600,000 and one million square meters; 27 venues hosted exhibitions with a total area between 300,000 and 600,000 square meters; 49 venues hosted exhibitions with a total area between 100,000 and 300,000 square meters; and 61 venues hosted exhibitions with a total area of less than 100,000 square meters.



### III. Multiple new exhibition venues gradually put into use

#### A. Hangzhou Grand Convention and Exhibition Center

In May 2024, Phase I of the Hangzhou Grand Convention and Exhibition Center was fully completed. Located in the core starting area of the Hangzhou Airport Economic Demonstration Zone. The center has a total construction area of approximately 1.34 million square meters, with 12 exhibition halls and 18 exhibition rooms, offering a net exhibition area of about 300,000 square meters. The center can meet various needs such as exhibitions, competitions, annual meetings, concerts, and more. It benchmarks itself against top-tier large-scale exhibition venues both at home and abroad, emphasizing its international positioning. It integrates intelligence and digitalization into its operations and leverages venue construction to drive regional development, aiming to achieve the goal of “building an exhibition hall, raising a city, and realizing prosperity”<sup>1</sup>.

<sup>1</sup> <https://www.hzgcc.com/pc/index.html>

### ***B. Conference Center of the Xiamen International Expo Center***

In September 2024, the Conference Center of the Xiamen International Expo Center officially opened. Located in Xiang'an District, Xiamen City, Fujian Province, it is an important component of the Xiamen International Expo Center, and has a total construction area of 231,100 square meters. The construction includes 46 meeting rooms, VIP rooms, and other ancillary facilities, as well as a pillar-free multi-functional meeting room covering 11,000 square meters<sup>1</sup>.

### ***C. Taizhou International Expo Center***

On September 19, 2024, the Taizhou International Expo Center officially went into operation and welcomed its first exhibition. Located in the core commercial area of Taizhou (west of Yintai City), near the Xinhai Green Corridor, the center is bounded by Taizhou Avenue to the west, Renmin Road to the east, Hongzhao Road to the south, and Xinhai Road to the north. Its main functions include an exhibition center, a conference center, a commercial center, as well as some four- and five-star hotels. The site covers approximately 321 *mu* (about 214,000 square meters), with a total construction area of about 400,000 square meters and 3,890 standard booths. It is a modern, large-scale intelligent exhibition venue that integrates technology and art, further enhancing urban complementary facilities. The center promotes regional economic development and improves urban quality, while also boosting industrial clustering<sup>2</sup>.

### ***D. Shantou International Convention and Exhibition Center***

On September 25, 2024, the Shantou International Convention and Exhibition Center was officially put into operation. Adjacent to the Shantou Sports Center and the East Coast Campus of Shantou University, it covers an area of 87,700 square meters and has a total construction area of 153,700 square meters. The center comprises a conference center, an exhibition center, and a standard five-star hotel, forming a large-scale convention and exhibition complex that

---

1 <http://www.sasac.gov.cn/n2588025/n13790238/n29716312/n30607538/n30607771/c31702712/content.html>

2 <https://tzicec.com/>

integrates multiple functions including exhibitions, conferences, hospitality, and more. It can meet diverse needs including exhibitions, conferences, banquets, competitions, concerts, carnivals, press conferences, and business activities. The Shantou International Convention and Exhibition Center is one of the highest-standard, largest, and most modern professional convention and exhibition venues in the eastern Guangdong region<sup>1</sup>.

### ***E. Hangzhou Wulin Star Expo Center***

On November 8, 2024, the Hangzhou Wulin Star Expo Center officially opened. Located in the northern part of the core CBD area of Gongshu District, on the former site of the Hangzhou Oxygen Plant Group, it covers an area of approximately 103,000 square meters with a total construction area of about 83,000 square meters. The center comprises seven old factory buildings (numbered 1 to 7) and seven newly constructed buildings. Building No.1 is dedicated to fashion, art, and design; Buildings No.3 and No.4 focus on the convergence of science, art, and culture; while Buildings No.5, No.6, and No.7 integrate cultural arts and commercial facilities seamlessly.

### ***F. Lishui International Convention and Exhibition Center***

At the end of November 2024, the Lishui International Convention and Exhibition Center began operations. Located in the Lishui Economic Development Zone, it is the first large-scale international conference and exhibition building in Lishui, Zhejiang Province. The center covers a total land area of about 105,000 square meters and a total construction area of about 170,000 square meters, with nearly 20,000 square meters of indoor exhibition space. The Lishui International Convention and Exhibition Center, along with its accompanying hotel, is capable of hosting high-level meetings and international government events, while also catering to daily entertainment and holiday tourism needs of the general public<sup>2</sup>.

### ***G. Nanchong International Convention and Exhibition Center***

In mid-November 2024, the Nanchong International Convention and Exhibition Center

---

1 <https://pub-zhtb.hizh.cn/a/202409/25/AP66f3d898e4b05b60b9dfa636.html>

2 [https://www.ccpitzj.gov.cn/art/2024/4/17/art\\_1229632370\\_44010.html](https://www.ccpitzj.gov.cn/art/2024/4/17/art_1229632370_44010.html)



was completed. Located in the middle section of Jiangdong Avenue in Gaoping District, at the confluence of the Jialing River and Luoxi River, it occupies 178 *mu* (approximately 118,667 square meters) with a construction area of about 104,500 square meters. Divided into three sections—conference, exhibition, and supporting services—the center features a 2,000-person auditorium, two VIP lounges, and two guest lounges for the conference area; one permanent exhibition hall and three standard exhibition halls for the exhibition area. This exhibition center, integrating functions like exhibitions, conferences, sports events, business, dining, and entertainment, promotes the interaction and integration of Nanchong's convention and exhibition, innovation, research and development, international logistics, and commercial services<sup>1</sup>.

## ***H. China National Convention Center (Phase II)***

In 2024, the final interior decoration work for Phase II of the China National Convention Center (CNCC-II), which is scheduled for official use in 2025, made steady progress. A key project for Beijing, CNCC-II is invested in and operated by Beijing North Star Convention and Exhibition Investment Co., Ltd. Located north of the Olympic Center Area and the original China National Convention Center, it consists of a main building and ancillary buildings, where the main building is a convention center with a total construction area of about 420,000 square meters, capable of hosting various activities and exhibitions for over 50,000 people. The ancillary buildings cover a total area of about 360,000 square meters, forming a comprehensive convention complex that includes a 5A-grade office building known as the North Star Center, the premium shopping center POLPAS, the ultra-luxury Beijing North Star Marriott Marquis Hotel, and the Beijing North Star Ritz-Carlton Hotel<sup>2</sup>.

## ***I. New China International Exhibition Center (Phase II)***

As of December 2024, the exhibition center, conference center, underground garage, and supporting facilities of the New China International Exhibition Center (Phase II) were ready for use. The Phase II project is expected to be officially operational in early 2025, and host

1 [https://www.nanchong.gov.cn/zjnc/tznc/tzhzxm/202406/t20240611\\_1981618.html](https://www.nanchong.gov.cn/zjnc/tznc/tzhzxm/202406/t20240611_1981618.html).

2 [https://wb.beijing.gov.cn/home/index/wsjsx/202407/t20240709\\_3741484.html](https://wb.beijing.gov.cn/home/index/wsjsx/202407/t20240709_3741484.html).

the first exhibition in February. Located in the 23rd block of Shunyi New City, north of the original China International Exhibition Center, the project covers an area of about 637,400 square meters, with a ground construction area of 438,500 square meters. The project includes one conference center, one hotel, nine exhibition halls, and three registration halls, with a net exhibition area of about 210,000 square meters, a net conference area of about 15,000 square meters, and approximately 450 guest rooms. It can meet the needs of hosting large-scale international exhibitions, international summits, business meetings, and government conferences, aiming to become a well-planned, fully-equipped, group-style convention complex that caters to industry needs<sup>1</sup>.

### ***J. Nanjing Southern New City Convention and Exhibition Center (China-Finland Cooperation and Exchange Centre)***

In 2024, the China-Finland Cooperation and Exchange Centre in Nanjing, a national demonstration project, made steady progress. Located in the core area of Nanjing's Southern New City, the exchange center covers a planned area of about 5.15 hectares, with a total construction area of about 210,000 square meters. It comprises a special convention and exhibition center, a five-star hotel, a grade A office building, a low-carbon ecological demonstration and smart city control center, and a multi-functional exhibition hall. Designed with the concept of an "Ice Cube", the center features energy-saving and efficient technologies such as double-glazed curtain walls and centralized renewable energy supply systems. The six buildings form a unique whole within the urban structure, aiming to create a warm building that will become a link for cooperation between the two countries in areas such as economy, culture, and environmental protection<sup>2</sup>.

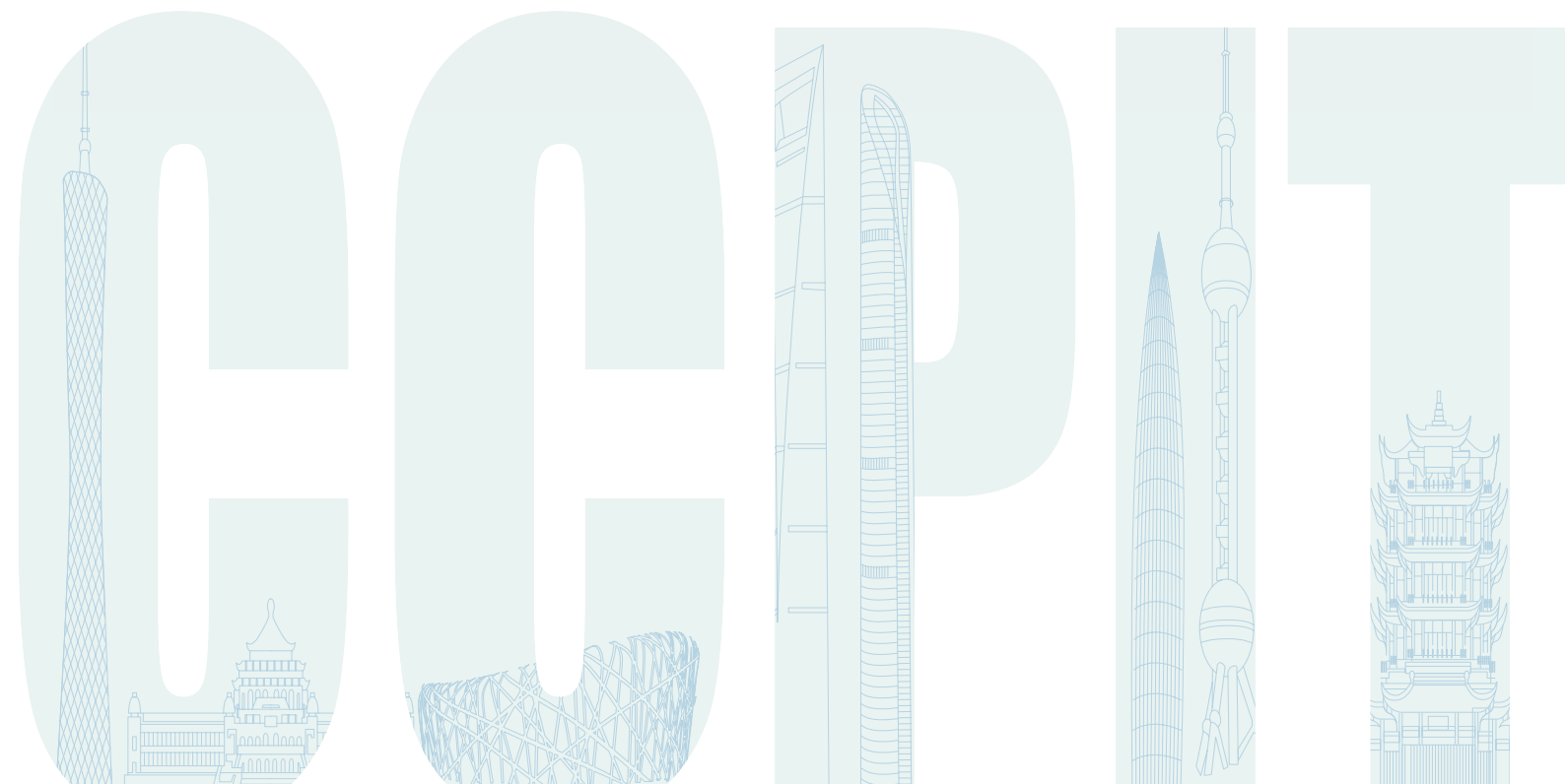
---

1 [https://wb.beijing.gov.cn/home/gjjwzx/zgdt/202109/t20210928\\_2504380.html](https://wb.beijing.gov.cn/home/gjjwzx/zgdt/202109/t20210928_2504380.html).

2 <https://cscecee.cscec.com/zjdzgc/xwzx26/gsxw26/202312/3744740.html>.

# Chapter 6

## Analysis of Key Exhibitions in 2024



In 2024, against the backdrop of a complex and volatile global economy, China promoted economic cooperation and cultural exchange through a diverse array of exhibitions. These major exhibitions have emerged as key platforms to showcase new achievements in China's high-standard opening up and serve as vital bridges connecting China with the world.

## I. The 7th CIIE promoting an inclusive approach to economic globalization

The Seventh China International Import Expo (CIIE), co-sponsored by the Ministry of Commerce and the Shanghai Municipal People's Government, and organized by the CIIE Bureau and the National Exhibition and Convention Center (Shanghai) Corporation, was held in Shanghai from November 5 to 10, 2024.

### ***A. The Comprehensive Country Exhibition featuring the role of promoting inclusive economic globalization***

The Comprehensive Country Exhibition at the 7th China International Import Expo (CIIE) played a pivotal role in advancing inclusive economic globalization. It brought together 77 countries and international organizations from five continents, occupying an exhibition space of 30,000 square meters. France, Malaysia, Nicaragua, Saudi Arabia, Tanzania, and Uzbekistan were featured as guest countries of honor. For the first time, Benin, Burundi, Lesotho, Madagascar, Namibia, Norway, Slovakia, and UNICEF participated in the event. All participating countries and international organizations placed great value on the Comprehensive Country Exhibition platform, with booth designs that integrated cultural elements, ethnic features, and modern technology. Over 200 events were held, revealing each country's rich historical background and showcasing their distinctive strengths across various sectors. The China Pavilion, themed "Advance Chinese Modernization and Jointly Pursue Global Development and Prosperity", showcased the extensive outcomes and dynamic practices of China's comprehensive reform efforts. It also highlighted the development achievements of Hong Kong and Macao since their return to China, as well as the progress in integrated development across the Straits. Numerous exhibits and interactive components have garnered

considerable attention and active engagement from Chinese and international visitors alike.

### ***B. The Business & Enterprise Exhibition centered on the goals of new quality productive forces development***

The Business & Enterprise Exhibition of the 7th CIIE continued to maintain its super-large scale of 360,000 square meters, with 3,496 companies from 129 countries and regions participating. A total of 186 enterprises and institutions participated in all seven editions of the expo, fully demonstrating the global business community's confidence in China's economic development and the immense appeal of China's large market. The main characteristics of the Business & Enterprise Exhibition are as follows: Firstly, extensive representation of participating companies: This includes 1,585 companies from 104 BRI-participating countries, 1,106 companies from 13 RCEP countries, and 132 companies from 35 least developed countries. Companies from the United States, Japan, Germany, France, and the United Kingdom continued to lead in participation scale. Secondly, emphasis on innovation in exhibition planning: Focused on cultivating new quality productive forces, the technology equipment zone introduced a special area dedicated to new materials for the first time, covering high-value-added products such as electronic, biological, and special materials. The special area dedicated to integrated circuits was improved with leading enterprises like memory chip manufacturers and EDA solution providers. In the auto exhibition zone, more than half of the exhibitors showcased the latest technologies and innovations in autonomous driving and new energy storage. The special area for innovation incubation displayed 360 innovative projects from 34 countries and regions, supporting the development of small and medium-sized enterprises and startups. Thirdly, higher quality of participating companies: This year's CIIE gathered numerous top global enterprises, including 297 Fortune Global 500 companies and industry leaders, setting a historical record. These include the world's top ten industrial electrical companies, top ten medical device manufacturers, top four water treatment companies, top four grain merchants, top four vegetable seed companies, top three luxury goods groups, top three fast-fashion companies, top eight cosmetics companies, top four accounting firms, and top three express delivery companies. Fourthly, a multitude of premier product launches: As a platform promoting high-standard opening up, the CIIE annually

showcases new and excellent products from around the globe. This year, multinational corporations brought 450 new products, technologies, and services for their first appearance, including over 100 global premieres, 40 Asian premieres, and 200 Chinese debuts, actively boosting the “debut economy” and stimulating new consumption dynamics.

### ***C. Enhanced international procurement and investment promotion functions***

The international procurement and investment promotion functions of the CIIE are increasingly prominent. Firstly, a larger turnout of professional visitors: Over 430,000 registered professional visitors were organized by 39 government trade delegations and four major industry delegations, an increase of four percent year on year. Secondly, more diverse supply-demand matching scenarios: Nearly 50 trade and investment promotion activities were held during the trade and investment matchmaking sessions. For the first time, a dedicated selection event was organized for major buyers, and large supermarkets, distributors, catering businesses, cross-border e-commerce platforms, live-streaming e-commerce sellers, and new retail distributors were invited to specialized matching activities with exhibitors. This approach aimed to make business negotiations more targeted by aligning the exhibitors more closely with the intended procurement needs of major buyers. The newly established buyers’ corridor was fully packed. Thirdly, more effective digital empowerment: The online supply and demand hall and the Digital CIIE platform posted nearly 12,000 pieces of procurement requirements, assisting both sides in pre-event connection. Fourthly, optimized services for visitors: A total of 280 visiting groups were organized for the event, with exhibitors providing group introductions and detailed visiting routes to ensure targeted matching between exhibitors and buyers. The 7th CIIE witnessed robust trading activity, with an annualized intended transaction amount reaching US\$80.01 billion, a 2.0 percent increase from the previous edition.

## **II. The Second CISCE expanding new horizons for global win-win cooperation and development**

The second China International Supply Chain Expo (CISCE), organized by the China Council for the Promotion of International Trade, was successfully held in Beijing from November 26 to

30, 2024. The CISCE creates an international platform to facilitate enhanced communication, deeper cooperation, and shared development among all participants. By participating in the CISCE, Chinese and foreign enterprises and institutions engage with one another, achieve mutual success, and explore new opportunities for win-win cooperation and development.

### ***A. A Resounding call for global collaboration in industrial and supply chains and building an open world economy***

Premier Li Qiang chaired a roundtable discussion with representatives from businesses participating in the second CISCE, while Vice President Han Zheng delivered a keynote address at the opening ceremony. Vice Premier He Lifeng met with the Japanese Kansai Economic Mission, which had specially traveled to China for the event. The leaders stressed China's steadfast commitment to expanding opening up to the world, fostering international cooperation in industrial and supply chains, and upholding inclusive economic globalization. They also called on businesses to be resolute defenders and active participants of the global supply chain, a message that resonated deeply with both Chinese and foreign participants.

At the second CISCE, CCPIT, together with the representatives from Chinese and foreign business communities, issued the Beijing Initiative for International Cooperation on Industrial and Supply Chains. The 2024 edition of the *Global Supply Chain Promotion Report* was also released, offering an in-depth analysis of the latest trends in global supply chains using the most recent authoritative data. Based on that report, two new indices were introduced: the Global Supply Chain Connectivity Index (GSCCI) and the Global Supply Chain Promotion Index (GSCPI).

### ***B. Effective support for national strategies through the CISCE platform***

To serve the national strategy of innovation-driven development and develop new productive forces at a faster pace, the second CISCE introduced a new exhibition area dedicated to advanced manufacturing. The Six Chains and One Exhibition Area vividly showcased the latest achievements in the integration of global technological and industrial innovations, effectively promoting international cooperation and exchanges in scientific and technological innovation, and driving the growth of productivity featuring high technology,

high efficiency, and high quality. In serving the high-quality development of the Belt and Road Initiative (BRI), enterprises and institutions from over 40 BRI-participating countries participated in the expo, accounting for approximately half of the total number of overseas exhibitors. Delegations from government departments, business associations, and organizations from ASEAN, Africa, Latin America, Central Asia, and the Middle East came to visit and engage in exchanges at the expo. The China Chamber of International Commerce (CCOIC), together with 18 chambers of commerce from 17 countries along the New International Land-Sea Trade Corridor, initiated the establishment of the Alliance of the Chambers of Commerce and Industry of the New International Land-Sea Trade Corridor, which was officially inaugurated during the expo. This initiative is significant for mobilizing international business communities to support the construction of the corridor. The CISCE also supported events such as exchange and negotiation activities organized by relevant institutions from Singapore, Hungary, Peru, Ethiopia, and other BRI-participating countries, showcasing their supply chain cooperation models, experiences, cases, and prospects within the BRI framework, and promoting trade and investment cooperation between China and these countries. For major regional strategies, the CISCE held special sessions focusing on the coordinated development of industry chains in the Beijing-Tianjin-Hebei region, the “going global” of industry chains in the Yangtze River Delta, the development of the Hainan Free Trade Port, and the development of the Guangdong-Hong Kong-Macao Greater Bay Area. The CISCE supported provinces and municipalities in organizing various forms of investment promotion and matchmaking activities, culminating in numerous cooperation projects and intentions. In supporting the strategy to make China strong on intellectual property rights, the CISCE featured booths for commercial legal services as well as intellectual property and legal service stations. It organized a series of seminars covering topics such as enhancing industrial and supply chain efficiency through intellectual property and managing intellectual property. These activities strengthened enterprises’ ability to protect and utilize intellectual property, and promoted international cooperation in intellectual property.

### ***C. Collective wisdom and resources to drive innovation and enhance cooperation in the industrial and supply chains***

The CISCE sets itself apart from other exhibitions through its unique exhibition



philosophy, presentation logic, and approaches to business participation. The CISCE goes beyond focusing solely on short-term transactions; it places a strong emphasis on fostering long-term cooperation and shared development among upstream, midstream, and downstream enterprises along the supply chain. The second CISCE drew over 200,000 online and on-site visitors, marking a roughly one-third increase from the first edition, with more than 160,000 attendees visiting in person. More than 100 delegations from various ministries, provinces, and cities, along with over 100 foreign delegations, participated in the second CISCE. Additionally, the event welcomed more than 20,000 visitors from universities and research institutes who came to explore and learn. A total of 620 enterprises and institutions from 69 countries, regions, and international organizations took part in the event. The proportion of overseas exhibitors grew from the 26 percent in the first edition to 32 percent this time. Including the 400-plus upstream and downstream partners accompanying the exhibitors, the total number of participating entities surpassed 1,000. During the second CISCE, exhibitors established cooperative contacts with 37,000 upstream and downstream enterprises and engaged in meetings with 18,000 key target customers. CCPIT organized over 6,000 targeted matches for exhibitors and professional visitors, leading to 6,700 cooperation intentions. Dialogue activities were organized in each of the Six Chains and One Exhibition Area, where Chinese and foreign leading enterprises launched joint industry chain initiatives. The expo featured 69 thematic and specialized activities and over 370 matchmaking sessions, with more than 10,000 participants, including academicians from the Chinese Academy of Engineering, executives from Fortune Global 500 companies, and heads of international organizations. According to statistics available, 210 cooperation agreements and letters of intent were signed during this year's CISCE, involving a total amount of over RMB152 billion, an increase of 1.3 percent compared to the first edition.

#### ***D. New breakthroughs in the Friendship Chain, Innovation Chain, and Win-Win Chain***

First, the Friendship Chain: The second CISCE further deepened the “Platform + Chain” model, encouraging participating enterprises to bring their upstream and downstream partners to the expo. The CISCE organized a series of supply-demand matching and online

pairing activities, facilitating face-to-face exchanges and collaborative partnerships between exhibitors and professional visitors, and “chain leaders” and “chain affiliates”. These activities also connected multinational corporations with China’s specialized manufacturers known for innovative, unique, and competitive products, single-product manufacturing champions and “little giant” enterprises. Additionally, they provided opportunities for Chinese enterprises looking to expand globally to connect with foreign embassies in China and overseas business associations. A highlight of the second CISCE was the International Supply Chain Cooperation Conference co-sponsored by the Guest Country of Honor Hungary and the Guest Province of Honor Hubei.

Second, the Innovation Chain: The second CISCE focused on amplifying its innovation clustering function, addressing the bottlenecks that hinder the integration of the innovation chain with the industrial and supply chains. A new and exciting exhibition area dedicated to advanced manufacturing was added, while many enterprises in the exhibition areas for other chains and the supply chain service area also showcased their cutting-edge products and technologies.

Third, the Win-Win Chain: Internationalization is a key indicator of an exhibition’s quality. As the world’s first national-level exhibition themed around the supply chain, the CISCE naturally possesses an international perspective. The second CISCE saw participation from enterprises and institutions from 69 countries, regions, and international organizations, an increase of about one-quarter compared to the first edition. The proportion of overseas exhibitors rose from 26 percent to 32 percent, with European and American exhibitors and those from over 40 BRI-participating countries each accounting for about half. U.S. companies again topped the list of overseas exhibitors, while the numbers of European and Japanese exhibitors significantly surpassed those of the first edition. The African Union and the Arab League continued to participate in the expo, building on their presence at the first expo.

### ***E. Key areas identified for cultivating new quality productive forces***

Cultivating new quality productive forces stands as an intrinsic requirement and an important focus for advancing high-quality development. Nearly 80 leading domestic and

international companies from a variety of sectors, with almost one-third being foreign-invested enterprises, took part in the newly introduced exhibition area dedicated to the advanced manufacturing chain. Exhibition areas for other chains also highlighted innovation, showcasing a continuous stream of new products, technologies, processes, and materials, and offering visitors a visually inspiring experience. The CISCE not only showcased the latest achievements in industrial innovation by domestic and foreign enterprises through technological advancements but also effectively helped companies from various countries expand their “friend circle” for development in China. It promoted technology co-creation, industrial integration, and ecological win-win outcomes. First, it played a crucial role in assisting the transformation and upgrading of traditional industries. This year’s expo spotlighted the latest practices from enterprises across different countries, demonstrating how advanced technologies can empower traditional industries and drive the high-end, intelligent, and green development of manufacturing. Second, it promoted the expansion and growth of emerging industries. Currently, emerging industries such as electronics information, new energy, and biomedicine are experiencing significant growth, with many industry leaders showcasing their latest achievements at the second CISCE. Third, it facilitated the accelerated layout of future industries. Achievements in future industries like artificial intelligence, gene technology, low-altitude economy, and commercial aerospace were prominently featured at the second CISCE, serving as a major highlight of the event.

### III. Record-breaking numbers of overseas buyers at the 135th and 136th Canton Fairs

The China Import and Export Fair, also known as the Canton Fair, was established in the spring of 1957 and is held biannually in Guangzhou during spring and autumn. It is jointly sponsored by the Ministry of Commerce and the People’s Government of Guangdong Province and organized by the China Foreign Trade Center.

#### **A. The 135th Canton Fair**

The 135th Canton Fair concluded on May 5 in Guangzhou. During the fair, Premier

Li Qiang held separate discussions with representatives of overseas buyers and exhibiting companies, toured the exhibition halls, and visited the Canton Fair History Exhibition Hall. He underscored the importance of thoroughly implementing the important instructions of President Xi Jinping on organizing the Canton Fair well, deepening reform and opening up, adhering to innovation-driven development, and creating a “never-ending” Canton Fair and a “market-leading” Canton Fair. The goal is to ensure each session performs better than the last, allowing this “golden brand” to continuously shine with new brilliance in the era.

The number of overseas buyers attending the fair set a historical record. As of May 4 (the same applies hereinafter), a total of 246,000 overseas buyers from 215 countries and regions attended the fair in person, an increase of 24.5 percent compared to the previous session, setting a new record. Among them, buyers from countries participating in the Belt and Road Initiative numbered 160,000, growing by 25.1 percent; RCEP member countries contributed 61,000 buyers, up 25.5 percent; BRICS countries sent 52,000 buyers, rising 27.6 percent; and European and American buyers accounted for 50,000, increasing by 10.7 percent.

Export transactions showed a trend of recovery and growth. As of May 4, on-site export transactions at this session of the Canton Fair amounted to US\$247 billion, an increase of 10.7 percent compared to the previous session. Buyers from emerging markets were actively making purchases, with transactions with BRI-participating countries totaling US\$138.6 billion, up 13 percent from the previous session. Traditional markets in Europe and America had higher average order values per buyer. Online platform transactions gradually became more active, with export transactions reaching US\$3.03 billion, a 33.1 percent increase from the previous session.

New quality productive forces have stimulated new momentum in foreign trade. At this session of the Canton Fair, participating companies showcased over one million new items on-site and held 334 events for the first display, launch, and debut of new products. Companies uploaded a cumulative total of over 2.54 million items to the online platform, including 660,000 new products, 100,000 smart products, 400,000 green and low-carbon products, and 210,000 products with independent intellectual property rights. At the Canton Fair, a constant stream of new products, technologies, materials, processes, and

ideas was on display. Premium, intelligent, green, and low-carbon products reflecting the advancements in new quality productive forces gained significant popularity in the international market, not only showcasing the strength of “Made in China” but also infusing new vitality into the development of foreign trade.

The online platform operated smoothly. A total of 408,000 overseas buyers from 229 countries and regions attended the online session of the Canton Fair. Participating company stores received a cumulative total of 3.412 million visits, with 3.376 million visits to export exhibitor stores and 36,000 visits to import exhibitor stores. Exhibiting companies conducted a total of 1,291 live demonstrations, watched by 17,200 people. This session of the Canton Fair increased its use of digital technologies such as live demonstrations, VR factory tours, 3D photography, and intelligent traffic diversion, resulting in a notable increase in the number of procurement inquiries received by the companies.

### ***B. The 136th Canton Fair***

The 136th Canton Fair concluded on November 4, 2024, in Guangzhou.

The number of overseas buyers attending the fair reached a historical high. As of November 3 (the same applies hereinafter), a total of 253,000 overseas buyers from 214 countries and regions attended the event, marking a 2.8 percent increase from the previous session and surpassing the 250,000 threshold for the first time. Buyers from countries participating in the Belt and Road Initiative made up over 60 percent, totaling 165,000, an increase of 3.7 percent. The number of buyers from Middle Eastern countries grew the fastest, reaching 34,000, up 32.6 percent. The number of buyers from Europe and America rebounded significantly, with 54,000 attendees, a rise of 8.2 percent. Specifically, 22,000 were from the European Union, increasing by 22.5 percent, and 8,919 were from the United States, growing by 5.2 percent. A total of 146 business and trade organizations organized delegations to attend the fair, a rise of 18.5 percent. For the first time, the number of leading multinational buyers exceeded 300, reaching 308.

Intended export turnover increased slightly from the previous session. This session of the Canton Fair recorded an intended export turnover of US\$24.95 billion, representing a one percent increase from the previous session. Transactions with BRI-participating countries

accounted for more than half, while transactions with traditional markets in Europe and America also saw growth. Participating companies generally reported that this session's overseas buyers came with clear procurement goals and strong intentions to reach deals, and that there was significant potential for more transactions following on-site factory inspections and further discussions.

The online platform operated smoothly. Participating companies uploaded around 3.75 million items to the official Canton Fair website. A total of 450,000 overseas buyers from 224 countries and regions were drawn to the online platform. Participating company stores received a cumulative total of 3.42 million visits, with 3.39 million visits to export exhibitor stores. Companies conducted a total of 986 live demonstrations, watched by 32,000 people. The newly launched Canton Fair APP saw approximately 87,000 downloads, quickly becoming a popular “assistant” on mobile devices.

Supporting activities were highly effective. This session of the Canton Fair hosted a Seminar on Accelerating Digitalization in International Trade, focusing on international trends in trade digitalization, progress in China, and paths for international cooperation. The aim was to promote consensus on trade digitalization and facilitate win-win cooperation. For the first time, the fair invited international organizations like UNICEF and the United Nations Office for Project Services to co-host a procurement information exchange meeting. This meeting introduced exhibiting companies to the procurement bidding process and participation methods, shared procurement case studies, and facilitated exchanges. A workshop on international cooperation in facilitating conformity assessment services was held, discussing ways to strengthen regional standards and conformity assessment exchanges with a focus on the electronic home appliance sector. This session of the Canton Fair also successfully hosted over 860 trade promotion activities, setting a historical record. A total of 348 “Trade Bridge” matchmaking events were organized, including 334 supplier-buyer matching sessions that brought together 763 buyers and 1,747 suppliers for “one-on-one” negotiations. These matching sessions resulted in intended purchase amounts totaling over US\$850 million. There were 55 professional meetings, including 19 industry forums that drew approximately 2,500 participants. For the first time, ten cutting-edge and trend-setting thematic reports were released, among them the *Chinese Brands Going Global* report.

## IV. China International Fair for Trade in Services (CIFTIS) 2024 advancing “Global Services, Shared Prosperity”

Co-sponsored by the Ministry of Commerce and the Beijing Municipal People's Government, the China International Fair for Trade in Services (CIFTIS) 2024 was held from September 12 to 16 in Beijing. This year's CIFTIS, themed “Global Services, Shared Prosperity”, highlighted intelligent services and open development. During the CIFTIS, the Global Trade in Service Summit was held, along with a comprehensive exhibition and nine specialized exhibitions, 13 thematic forums, 88 specialized forums, 56 business negotiation and promotion sessions, and 25 side events. Over 2,000 companies participate the CIFTIS on-site and more than 6,000 companies joined online.

### ***A. Global Trade in Service Summit pooling consensus on cooperation and development***

President Xi Jinping delivered video messages or sent congratulatory letters for six consecutive years at the CIFTIS. In his letter this year, President Xi Jinping pointed out that the CIFTIS is a vivid portrayal of the high-quality development of China's service industry and service trade, making positive contributions to the building of an open world economy. He reaffirmed China's commitment to promoting high-quality development via high-standard opening-up.

Ding Xuexiang, Member of the Standing Committee of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, visited the exhibition halls, attended the Global Trade in Service Summit, and delivered a keynote speech. Yin Li, Secretary of the CPC Beijing Municipal Committee, read out President Xi's letter, while Yin Yong, Mayor of Beijing Municipal People's Government, hosted the event. Nearly 800 guests from 37 countries and regions attended the event in person. The First Vice Prime Minister of Georgia, along with the heads of the World Intellectual Property Organization and the Organisation for Economic Co-operation and Development, addressed the summit, noting the shift in the contents of global trade from tangible goods to intangible services, with services trade growing

faster than goods trade. They expressed hopes for enhanced cooperation to promote global economic growth.

### ***B. Exhibitions showcasing opening up and innovation achievements***

International participation reached new heights, with 85 countries and international organizations setting up exhibitions and hosting meetings, including 13 first-time independent exhibitors, surpassing previous editions. France, the Guest Country of Honor, organized enterprises in event management and cultural and tourism services to participate in the expo, where they interacted with suppliers of education and sports services to explore new areas of Sino-French cooperation. Australia participated in the event with 20 enterprises and institutions, warming up for its role as the Guest Country of Honor in 2025. The expo boasted an internationalization rate of over 20 percent among on-site participating enterprises, with 460 Fortune Global 500 companies and industry leaders present.

A collective showcase of intelligent services highlighted achievements in the trade of services, featuring more than 30 representative physical exhibits. Specialized exhibitions highlighted cutting-edge technologies such as artificial intelligence, cloud computing, the metaverse, and 6G, as well as new outcomes of industrial integration. Innovations like the world's first orthopedic surgery robot with AI deep learning technology, the smallest cardiac pacemaker, and a smart cockpit featuring remote safety driving systems provided visitors with firsthand experiences of the charm and convenience of intelligent services.

### ***C. Announcement of outcomes that are set to define industry trends***

Authoritative releases supported high-quality development, including the *Report on the Development of China's Trade in Services* and the *Digital Trade Development and Cooperation Report*. Over 300 domestic and foreign guests discussed hot and frontier topics in service trade, agreeing that green competitiveness and digital technology are reshaping global supply chains and international trade rules. They called for an improved international business environment to drive the high-quality development of trade in services.

First-release activities spurred innovation, with 111 enterprises and institutions, including Fortune Global 500 companies and industry leaders, unveiling 219 results in such fields as



digitalization, AI, and health care, an increase of 80 items from the previous edition. Among these, 110 were new product launches, including a full-body precision diagnostic ultrasound system.

#### ***D. Business negotiation and promotion fostering practical cooperation***

A robust atmosphere for trading and business negotiations was created through 56 negotiation and promotion events, including 10 overseas matchmaking activities. Provinces like Sichuan and Hainan held 12 promotional events highlighting their advantages and projects. The “Investment in Beijing Lounge” featured live broadcasts and consultation talks by all 16 districts and the Beijing Economic and Technological Development Area, introducing Beijing’s industry profile and latest support policies to potential investors. Using the “Business Appointment” function on the CIFTIS digital platform, exhibitors and buyers initiated over 5,300 invitations.

Service consumption unleashed its potential, with activities such as a car buying festival and a fashion week organized to promote green consumption and boost fashion shopping. Beijing’s districts fully utilized the CIFTIS platform to launch their own consumption promotion activities related to commerce, tourism, culture, and sports. Additionally, Australia and Norway used live-streaming retail during the event, while Iran maintained its presence through its JD.com online national pavilion, aiding Iranian businesses in tapping into the Chinese market.

The CIFTIS achieved practical outcomes. During the event, nearly 1,000 results were reached across seven categories, including transactions and investments, primarily focusing on construction, finance, and commercial services. The transaction volumes for all districts of Beijing and each thematic area exceeded those of the previous edition.

## **V. The 4th China International Consumer Products Expo led global new consumption trends and stimulated new consumer vitality.**

From April 13 to 18, 2024, the 4th China International Consumer Products Expo (the 4th

CICPE or Hainan Expo 2024), themed “Share Open Opportunities, Co-create a Better Life”, took place in Hainan.

***A. Companies from all over the world participated with great enthusiasm, setting a new record for the size of the exhibition.***

The 4th CICPE had a total exhibition area of 128,000 square meters, featuring 4,019 premium consumer brands from 71 countries and regions. Compared to the 3rd edition, the number of participating countries increased by 9 percent, and the number of brands grew by 19 percent. Ireland was the Guest Country of Honor, and 12 RCEP member countries participated, accounting for 80 percent of the total RCEP members. The United Kingdom, Mongolia, Russia, and Malaysia made their presence at the expo by setting up their first national pavilions.

***B. For the first time, the 4th CICPE introduced an island-wide “1+N” exhibition model, and its outcomes surpassed expectations.***

Alongside the main venue at the Hainan International Convention and Exhibition Center, three new sub-venues in Haikou and Bo’ao were added to focus on yachts, duty-free shopping, and international health. The yacht show featured 250 boats, a 14 percent increase from 2023, with 80 international brands participating, setting new records for both the quantity and quality of international yachts. The duty-free shopping exhibition teamed up with domestic and international well-known brands to feature fashion shows, new product launches, and other activities throughout the year.

***C. A wide variety of activities were held, with numerous highlights in first-time launches and debuts.***

In 2024, over 1,462 new products were launched at the 4th CICPE, a 45 percent increase from the third edition. Focusing on the “Consumption Promotion Year”, activities centered on promoting consumer goods trade-ins, health-related consumption, and other recent priorities. Six thematic events were organized, including tourism retail, smart home, green finance, medical health, international education, and women’s fashion. Additionally, a series of special

activities were organized, including a Chinese and French food tasting event, a new energy vehicle crowd-testing race around the island, the “CICPE Night” carnival, and entertainment and tourism events across the island. All these activities were designed to better meet the public’s demand for a healthy and quality lifestyle. During the CICPE, more than 600 thematic and special activities were organized, featuring global consumer innovation, new product launches, fashion weeks, procurement matchmaking, industry promotion, and more. The global good product supply and demand matching events resulted in 92 cooperation intentions. C&D Inc. signed important agreements with Pernod Ricard and ConoSur, further expanding its network in the wine and spirits industry.

***D. Highlighting “green + digitalization”, the 4th CICPE aimed to create a never-ending expo.***

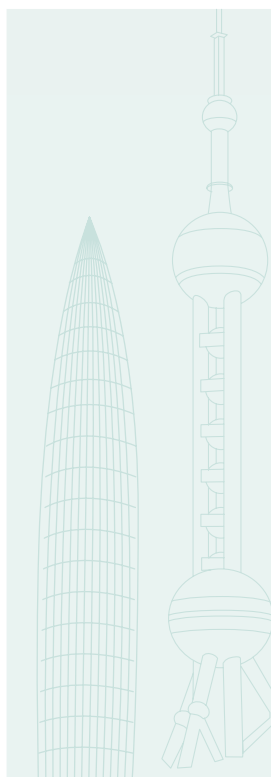
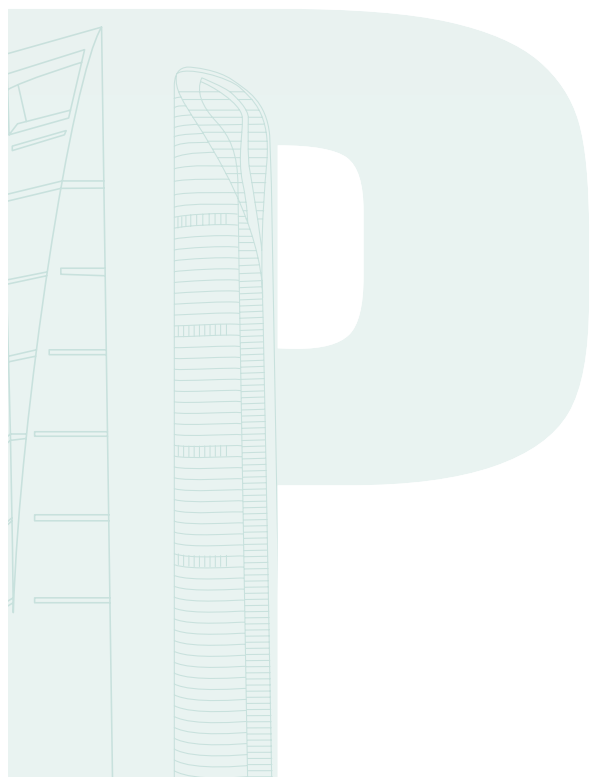
The 4th CICPE released guidelines for organizing green exhibitions, using environmentally friendly and reusable materials in all aspects of participation, construction, travel, dining, and logistics. The venues and facilities used 100 percent green electricity, and a series of activities, including a green finance forum, were held to promote the concept of green consumption, making this year’s CICPE a “green, zero-carbon” exhibition. The CICPE Market introduced a “6+365 days” continuous operation model, featuring on-site display and experience zones for premium products in Haikou, Sanya, and other locations. Additionally, an online “Good Products from CICPE” trading platform was established to ensure ongoing access to the expo’s offerings. Among the exhibits, 2,337 items will become long-term merchandise, effectively combining on-site display and experiences with online sales.



# Chapter 7

---

## Outlook for the Development of China's Exhibition Industry in 2025



With the implementation of the policies and plans from the Central Economic Work Conference, the positive impacts of these policies are becoming more pronounced. As favorable elements in economic performance continue to increase, the groundwork for high-quality economic and social development is anticipated to be significantly reinforced. Consequently, the exhibition industry is poised to benefit from a more robust and stable foundation for its continued growth and prosperity.

## I. The high-quality development of the exhibition industry will keep injecting vitality into economic development.

The Central Economic Work Conference in 2024 underscored that China's economic foundation, characterized by multiple strengths, significant resilience, and vast potential, remains robust. The long-term positive conditions and trends supporting economic growth remain unchanged. As the Chinese economy continues to grow steadily, a series of incremental policies are yielding tangible results. In 2025, the exhibition industry in China is poised to maintain its steady development trajectory, with its crucial role in promoting high-quality economic development becoming even more pronounced.

**The exhibition industry will play an increasingly important role in expanding domestic demand and boosting consumption.** The Central Economic Work Conference has placed “vigorously boosting consumption, improving investment efficiency and expanding domestic demand on all fronts” at the top of its nine key priorities for 2025. With a population exceeding 1.4 billion and a middle-income group of over 400 million, China's consumer market is experiencing rapid upgrades, with an immense market demand to be fully unleashed. As an important component of modern services, the exhibition industry provides key support for expanding domestic demand and facilitating the seamless alignment of supply and demand. Exhibitions of various kinds effectively stimulate consumer demand and set the trend for consumption upgrades. The conference also emphasized the need to “innovate diverse consumption scenarios” and “develop the debut economy, ice and snow economy and silver economy”. Major exhibition events have become essential platforms for companies to debut new products and introduce innovative business models, services, and technologies. The

exhibition industry will continue to play a pivotal role in driving the development of new consumption models and forms.

**The exhibition industry is set to more effectively serve as a catalyst for regional economic development.** The UFI's *5 Trends to Watch in 2025* report points out that the exhibition industry plays an active role in promoting the growth of related sectors and boosting local economic development. More and more governments are recognizing the strategic value and significance of the exhibition industry, leading to a clearer understanding of the industry's position and function as it moves forward<sup>1</sup>. Represented by key exhibition cities like Beijing, Shanghai, Guangzhou, and Shenzhen, several internationally influential exhibition hubs have emerged. These hubs have established comprehensive industry chains that span multiple sectors, including transportation, catering, accommodation, advertising, and logistics, all centered around exhibition activities. They have also created substantial employment opportunities. According to estimates, the biannual Canton Fair contributes 3.96 percent to Guangzhou's annual GDP, with the most significant impact on the leasing and business services sector, followed by accommodation, and then catering<sup>2</sup>. Premier exhibitions stand as a vital showcase for cities to highlight their economic successes and exemplary business climates. As industries and complementary services surrounding the exhibitions continue to cluster and upgrade, they will significantly enhance regional economic vitality. Looking ahead to 2025, local governments across the country will increasingly recognize the pivotal role of the exhibition sector in spurring regional economic progress. They are expected to roll out a range of supportive policies and initiatives to bolster the exhibition industry, nurture distinctive local exhibition brands, attract premium exhibition resources, and drive the diversification of regional economies.

**The role of the exhibition industry as an important platform for international cooperation and opening up will become more prominent.** Amidst the challenges of anti-globalization sentiments and rising trade protectionism, China is steadfast in expanding its high-standard opening up, showcasing its commitment and open stance as a global leader. Major exhibitions such as the CIIE, CISCE, Canton Fair, CIFTIS, and Hainan Expo provide

1 Source: UFI, [https://blog.ufi.org/2024/12/03/5-trends-to-watch-in-2025/?trk=public\\_post\\_reshare-text](https://blog.ufi.org/2024/12/03/5-trends-to-watch-in-2025/?trk=public_post_reshare-text).

2 Source: Guangzhou Municipal People's Government, [https://www.gz.gov.cn/xw/xwfbh/content/post\\_9290377.html](https://www.gz.gov.cn/xw/xwfbh/content/post_9290377.html).

an open platform for global exchange, cooperation, and trust-building. By gathering people, goods, and information from around the world, these events facilitate the entry of high-quality global products, technologies, and services into the Chinese market. They allow more overseas enterprises to share in the dividends of China's economic development and the opportunities presented by its large market. These exhibitions showcase the positive development trends and immense potential of the Chinese economy, conveying to the rest of the world China's firm commitment to continuously expanding high-standard opening up. As the appeal of the Chinese market continues to grow, the international influence of key exhibitions expands, and entry and exit processes for foreign nationals become more streamlined, the role of China's exhibition industry in fostering international cooperation and deepening opening up will become increasingly prominent.

## II. Increased marketization drives standardized and efficient development of the exhibition industry.

In 2024, numerous local government work reports highlighted the reduction of general expenditures. Governments are gradually aligning with the trends by transforming their roles and reducing direct intervention in exhibition activities. This will prompt enterprises in the exhibition industry to focus on exploring and analyzing market demand more thoroughly and accurately, and to optimize the planning, organization, and service processes for exhibitions through a customer-centric approach. Moreover, the specialization of exhibition services will significantly increase, offering exhibitors and visitors comprehensive, high-quality, and personalized service experiences.

Marketization is set to propel exhibition themes toward greater specialization, enabling more precise alignment with the evolving needs of market and industry. In recent years, the global exhibition sector has witnessed a rapid shift toward specialization, with the segmentation and precise positioning of exhibition themes emerging as a dominant trend. According to the Eventbrite's *2024 Annual Event Trends Report*, the number of specialized events surged by 32 percent compared to the previous year. With the rising levels of specialization in China's exhibition industry, the themes of domestic exhibitions will



increasingly focus on specialized sectors. There will be a surge in exhibitions that target specific industries, sectors, or even individual products, all designed to meet the demands of the market and industry. This shift will also cater to the increasingly diverse and specialized needs of different customer segments. The influx of more domestic and international capital, advanced technologies, and specialized talent will spur the emergence of new business models and formats in the exhibition industry. This dynamic environment will lead to a substantial enhancement in the overall efficiency of the sector.

### III. Technological innovation serves as the critical engine driving the high-quality development in the exhibition industry.

The rapid advancement of technology has positioned new quality productive forces as a pivotal force for driving social progress and economic development. Characterized by their high-tech, high-efficiency, and high-quality attributes, these new quality productive forces are not only leading the way in innovation but also serving as the core driving force for the high-quality development of the exhibition industry. They are ushering in transformative changes and infusing the sector with dynamic growth and vitality.

#### **Frontier technologies serve as new drivers for growth in the exhibition industry.**

Cutting-edge technologies, such as the internet, big data, artificial intelligence (AI), and virtual reality (VR), are being deeply integrated into exhibition settings. Online exhibition platforms transcend the traditional boundaries of time and space, offering an uninterrupted showcase of exhibits and facilitating round-the-clock online negotiations and transactions. By seamlessly integrating with offline physical exhibitions, these online platforms provide a complementary and cohesive experience that enhances convenience and efficiency for both exhibitors and visitors. Leveraging the power of big data analytics, exhibition organizers can gain deep insights into exhibitors' needs and visitors' preferences, enabling them to develop targeted marketing strategies and offer personalized services. This not only improves the operational efficiency of exhibitions but also elevates the overall quality of the event. Meanwhile, VR and augmented reality (AR) technologies add a layer of technological sophistication to product

displays, allowing visitors to immerse themselves in detailed and interactive experiences of products and their applications, even from remote locations, leading to a huge expansion of the exhibition's reach and influence.

**New quality productive forces are redefining the boundaries of the exhibition industry, accelerating “exhibition + industry” integration and innovation.** The exhibition industry is tightly coupled with advanced manufacturing, as major exhibitions showcase cutting-edge products like intelligent robots and 3D printing equipment. These events provide a platform for manufacturers to exchange ideas and conduct trade, promoting the commercialization of new technologies. Furthermore, it is aligning with emerging digital industries, leading to the emergence of new exhibition formats such as digital exhibitions and virtual expos, opening up new avenues for the exhibition industry and spawning new business models.

**Artificial intelligence is accelerating the exhibition industry's transition toward greater intelligence.** In recent years, the development of digital technologies has enabled AI to play a crucial role in achieving more intelligent and efficient event planning, providing data-oriented solutions, and enhancing attendee experiences. The application of AI technologies, especially generative AI (GenAI), has significantly improved the efficiency of event planning and operations, and will also shape the future industry landscape. According to the *2024 Q3 Meetings & Events of Global Destination Management Companies (DMCs) Partners*, 48 percent of exhibition industry respondents reported using AI tools in their daily exhibition work, compared to 30 percent at the end of 2023<sup>1</sup>. AI technology will permeate every aspect of the exhibition industry, driving it toward greater intelligence at an accelerated pace.

## IV. The green philosophy fosters industry consensus to advance low-carbon and sustainable development.

On February 19, 2024, President Xi Jinping emphasized at the fourth meeting of the Commission for Further Reform under the CPC Central Committee that promoting a

---

<sup>1</sup> Source: DMC: <https://globaldmcpartners.com/2024/09/2024-q3-meetings-events-pulse/>.

comprehensive green transition in economic and social development is a fundamental strategy for addressing resource, environmental, and ecological issues. This green philosophy should be integrated into every aspect and stage of economic and social development. Amidst the global push to tackle climate change and champion green development, the exhibition industry is accelerating its journey toward a future of low-carbon sustainability. The concept of green development now stands as the central force uniting the industry. From government policies to the staging of large events, from the design and management of exhibition venues to the creation of products and services, there's a stronger focus on adopting green and sustainable practices.

The Chinese government places high importance on the green and low-carbon development of the exhibition industry, issuing a series of policy documents and industry standards. The Guiding Opinions of the State Council on Accelerating the Establishment and Improvement of Green and Low-Carbon Circular Economic System calls for the promotion of green development in the exhibition industry. It guides the creation of relevant green standards and encourages the reuse of exhibition facilities. Standards such as the Evaluation Criteria for Green Exhibition Innovation Bases and the Green Exhibition Venues have been successively introduced. Local authorities are strengthening the application and promotion of these standards to improve their implementation effectiveness, aiming to guide the green development of the exhibition industry through standardized practices. In the construction and operation of exhibition venues, there is a growing trend of new venues integrating green building standards right from the design phase. For instance, they use environmentally friendly and energy-saving materials to significantly reduce building energy consumption; adopt intelligent sensor-based energy-saving lights to minimize unnecessary energy usage; implement refined waste sorting and processing to minimize environmental impact; and organize transportation during exhibitions in line with green principles. Key exhibitions in China actively advocate and practice the concept of green exhibitions, providing important models for green development in both China and the global exhibition industry. The second CISCE implemented a coordinated plan encompassing green setup, green operations, green catering, green logistics, and green promotion, which was featured as a model case in the *China Green Exhibition Development Report 2024*. The 136th Canton Fair achieved a 100

percent green setup and pioneered the concept of a zero-carbon fair, meeting its first carbon neutrality goal.

As the green philosophy takes deeper root, technological innovation provides stronger support, and industry collaboration intensifies, the exhibition industry is poised to advance steadily and sustainably on its path of green development, contributing its power to the global efforts to combat climate change.