

Annual Report on China's Exhibition Industry (2025)



CHINA COUNCIL FOR THE PROMOTION
OF INTERNATIONAL TRADE

Sponsor

China Council for the Promotion of International Trade

Editor

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

Academy of China Council for the Promotion of International Trade

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 the 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:

Zhang Shujing

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

Zhang Guangrong

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

Huan Min

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

Zhou Jinzhu

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

Project Coordinators

Sun Yang, Fang Shuo, Huang Jia, Han Jianbing, Luan Qingang

Writers

Zhang Jixing, He Zongwu, Wang Fenglong, Huang Jing, Song Ziyao, Liu Qiming

Preface

Marking the end of the 14th Five-Year Plan period, 2025 also saw the formulation of the 15th Five-Year Plan. The Chinese economy ploughed ahead towards new and optimized development, with a continuously modernizing industrial system, new headway in reform and opening up, positive progress in risk resolution in key areas, and more effective people's livelihood security, which laid a solid foundation and injected strong dynamism for the high-quality development of the exhibition industry.

Since 2005, the China Council for the Promotion of International Trade has uninterruptedly issued the Annual Report on China's Exhibition Industry, which has become an important reference for assessing the dynamics and guiding the direction of the industry, with a broad influence in the industry at home and abroad. Entrusted by the Department of Exhibition Management (Office of International Exhibitions Bureau and World Expo Affairs), the Academy of China Council for the Promotion of International Trade organized and compiled the Annual Report on China's Exhibition Industry 2025. This report looks into economic and trade exhibitions over 2000 square meters¹ held in professional exhibition halls as the research subject for domestic exhibitions, and focuses on overseas exhibition projects approved and actually implemented by the overseas exhibition approval management system of the CCPIT for the research on overseas projects. On the basis of in-depth investigation, data analysis, policy interpretation and expert discussion, the report focuses on the development environment and characteristics of China's exhibition industry in 2025, domestic exhibition

¹ Economic and trade exhibitions are trade shows primarily focused on business activities such as trade, investment, and economic cooperation (National Standard: GB/T 26165-2021). Sales exhibitions, carnivals, New Year shopping festivals, and various festive events, competitions, summits, and similar activities are not the subject of this report.

trends, overseas exhibition layout, exhibition hall market operation and other core dimensions to systematically analyze and comprehensively review the development situation of the year, while looking forward to the development trend of the industry in 2026 in view of the guidance of the 15th Five-Year Plan to provide reference and guidance for government decision-making, industry development and enterprise operation.

In 2025, the Chinese economy's new dynamics and optimized development provided solid support for the high-quality development of the exhibition industry, which as a whole showed a sound development momentum of steady progress, with the number and area of economic and trade exhibitions reaching record highs. The overseas exhibition market was generally stable with optimized structure. The number of exhibition projects in traditional markets such as Europe and the United States increased steadily. Enterprises were enthusiastic about participating in and hosting exhibitions in emerging markets along the Belt and Road and in Latin America and Africa, as the efficiency of overseas exhibitions improved greatly. As an important platform linking supply and demand, industry and consumption, and domestic and international markets, the exhibition industry played an important role in implementing development strategies, promoting industrial upgrade and stimulating economic vitality at the central and local levels by virtue of its multiplier effect that boosts the development of all industries.

At a new historical starting point and faced with the profound evolution of the changes of historical significance across the world during our times, the CPC Central Committee with Comrade Xi Jinping at its core, at the helm in full command of the situation, has made top-level design and strategic deployment for the economic and social development of the 15th Five-Year Plan period. This also points out the way forward for China's exhibition industry to ride the tide and continue to advance Chinese modernization. Looking into the future, with the dual impetus of policy guidance and market drive, the digital, green, market-oriented and internationalized development of China's exhibition industry will gather pace further with rising standards of high-quality development.

CONTENTS

01

Chapter 1

Development Environment and Characteristic Analysis of China Exhibition Industry in 2025

- I. The new and optimized development of the Chinese economy provided solid support for the exhibition industry / 084
- II. Local governments have continued to increase their support for the exhibition industry / 086
- III. Domestic exhibitions have continued to show a sound momentum of steady progress / 091
- IV. The internationalization level of China's exhibition industry has continued to improve / 093
- V. New technologies and new models have accelerated the innovation and upgrade of the exhibition industry / 094
- VI. The overseas exhibition market is generally stable with optimized structure. / 097
- VII. Large-scale exhibition platforms have fully played their role of windows for opening up / 098

02

Chapter 2

Analysis on the Development of Domestic Exhibitions in China in 2025

I. The number and area of exhibitions both hit a record high	/ 100
II. A growing share taken by exhibitions held in central and western regions	/ 101
III. Three economic zones remain national exhibition hubs	/ 104
IV. Rapid expansion for small-to-medium exhibitions	/ 108
V. The sectoral breakdown for the exhibition industry was closely related to the priorities of regional development	/ 110

03

Chapter 3

Analysis of China's Overseas Exhibition in 2025

I. Continued growth in the number of overseas exhibitions	/ 116
II. The numbers of projects in Asia, Latin America and Africa increased significantly	/ 117
III. Germany, the United States and Russia remained the top three hosts of overseas exhibitions.	/ 119
IV. Increase in numbers of both professional exhibition projects and businesses	/ 123
V. Substantial increase in the turnover of self-organized exhibitions overseas	/ 128
VI. Increasing market concentration for exhibition organizers	/ 129

04

Chapter 4

Analysis of China's Exhibition Venue Market in 2025

- I. The number of exhibition venues in operation has increased significantly / 132
- II. The number of exhibition venues with an exhibition area of less than 100,000 square meters has increased significantly / 133
- III. Exhibition venues focus on green and digital transformation / 134

05

Chapter 5

Analysis of Key Exhibitions in 2025

- I. The third CISCE igniting new momentum for cooperation between Chinese and foreign enterprises / 140
- II. Historic breakthrough achieved by China Pavilion at Osaka Expo / 145
- III. The 8th CIIE demonstrating the “magnetic pull” of China’s market / 148
- IV. The 137th and 138th Canton Fair boosting new momentum in foreign trade / 150
- V. Expanding international cooperation network for trade in services at the 2025 CIFTIS / 152
- VI. The 4th GDTE: sharing opportunities in digital development / 154
- VII. The 5th CICPE bridges supply and demand / 156
- VIII. The 25th China International Fair for Investment & Trade Jointly Facilitating Global Development / 158

06

Chapter 6

**Exhibition Industry in Major Cities in 2025:
Wuhan**

- I. Development Overview: Leapfrog Scale and Capacity Expansion / 162
- II. Targeted Policy Framework to Support High-Quality Development / 166
- III. Exhibition Venues in Operation and under Construction: Professional and State-of-the-art Infrastructure / 167
- IV. Key Learnings and Model Innovation / 168

07

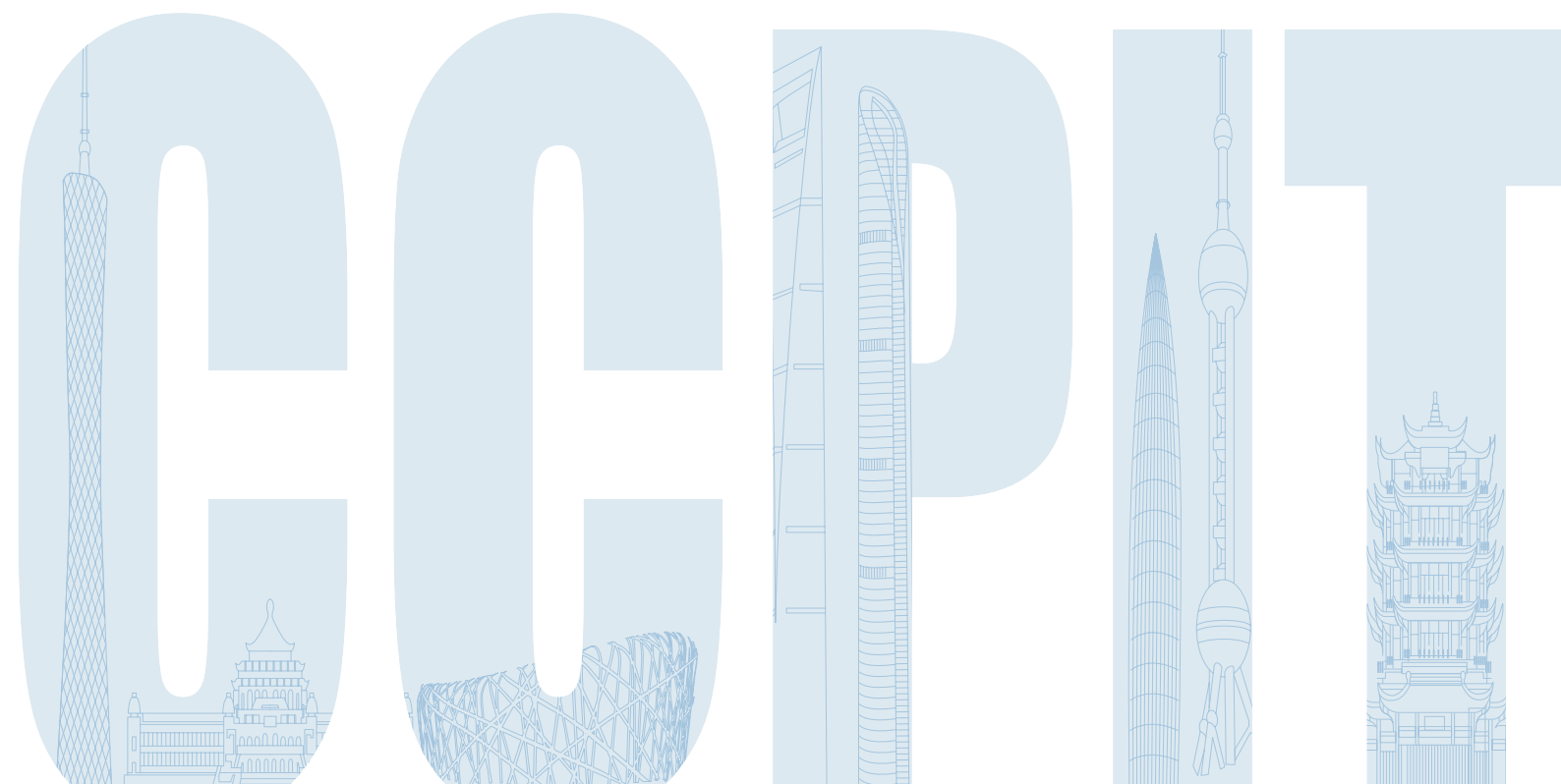
Chapter 7

Outlook for China's Exhibition Industry in 2026

- I. The exhibition industry plays an increasingly prominent role in the development of a modern industrial system / 172
- II. The exhibition industry is playing an increasingly prominent role in leading new consumer demand and shaping new experiences / 174
- III. The rapid development of the digital economy provides support and space for transforming the exhibition industry / 176
- IV. The broadening green agenda continues to drive the green transition of the exhibition industry / 178
- V. Cities will increasingly compete on differentiated value propositions of their exhibition industry / 180

Chapter 1

Development Environment and Characteristic Analysis of China Exhibition Industry in 2025



I. The new and optimized development of the Chinese economy provided solid support for the exhibition industry

In 2025, the Chinese economy ploughed ahead towards new and optimized development, with a continuously modernizing industrial system, new headway in reform and opening up, positive progress in risk resolution in key areas, and more effective people's livelihood security¹. As an important platform connecting industry and market, and domestic and international markets, the exhibition industry has achieved high-quality development amid optimizing economic structure, evolving development dynamism and widening opening-up horizon.

The “three new” economy has promoted the upgrade of exhibition service scenarios. Driven by the “three new” economy centered on new industries, new business types and new business models, exhibition services have continuously broke through the single dimension of traditional product display, and gradually extended to the panoramic presentation of comprehensive solutions in the fields of digital technology application, green and low-carbon transition and integrated industrial development, covering key links from technology research and development, outcome conversion to market connection, and providing an efficient carrier for upstream and downstream collaborative innovation and cross-border resource integration in industrial and supply chains. At the same time, the accelerated popularization of innovative forms such as online and offline integration and intelligent supply-demand matching system between exhibitors and buyers has broken time and space constraints, improved connection efficiency and built a more inclusive and innovative communication bridge for international trade cooperation and investment promotion.

The modern industrial system has continuously enriched the theme and content of exhibitions. The development of the modern industrial system provides rich content supply for the exhibition industry, and has prompted the continuous extension of exhibition themes from traditional sectors to emerging tracks, forming a benign interaction that fostered exhibition-

1 Source: Official website of the Government of China, https://www.gov.cn/yaowen/liebiao/202512/content_7050963.htm.

production integration. With accelerated cultivation of new quality productive forces, frontier fields such as artificial intelligence, commercial aerospace and intelligent networked vehicles have become new bright spots of exhibitions. The transformation and upgrade of traditional industries has also given new meaning to exhibitions. By promoting industry experience-sharing and resource integration, the exhibition industry has become a booster for industrial iteration and upgrade.

Deepening opening up has enhanced the class of exhibition platforms. The continuous advance of opening up has opened up a broader development space for the exhibition industry, with major exhibitions such as the China International Supply Chain Expo (CISCE), China International Import Expo(CIIE), Canton Fair, China International Fair for Trade in Services (CIFTIS), and Global Digital Trade Expo continuously serving as important platforms for global economic and trade exchanges and cooperation. The institutional opening of Hainan Free Trade Port keeps deepening, which has seen the restrictions on the number and amount of exhibits greatly eased, full rollout of on-site release of exhibits and guarantee-free on-site supervision, and more relaxed temporary entry and exit policy for business people. A series of liberalizing policies have created differentiated competitive advantages for the development of the exhibition industry in Hainan and other localities. At the same time, with the in-depth implementation of the Belt and Road initiative, the cooperation between China and partner countries have become increasingly close. A number of local exhibition brands with international influence are gradually going global, which not only build important bridges for domestic enterprises to expand overseas markets, but also provide high-quality carriers for global trading partners to share in China's development opportunities.

Consumption upgrade has released the vitality of the exhibition market. Strengthening people's livelihood security and upgrading consumption have pushed the exhibition industry to exert its full effect from the production side to the consumption side, forming a development pattern of mutual reinforcement of supply and demand. The steady growth of household disposable income and the diversification of consumer demand have led to the continuous expansion of the scale of consumer exhibitions, realizing the two-way enabling of exhibitions and consumption. The continuous innovation of the "Exhibition+" integration model links exhibitions deeply with cultural tourism, catering, retail and other business types,

fully releasing the multiplier effect of the exhibition economy. New bright spots such as green consumption and smart consumption have spawned a series of specialty exhibitions, and thematic exhibitions featuring new energy vehicles and smart homes continue to heat up, which not only meet the quality consumption needs of residents, but have also opened up new market space for enterprises.

II. Local governments have continued to increase their support for the exhibition industry

The 2025 Government Work Report outlined the plan for developing new quality productive forces according to local conditions and accelerating the development of a modern industrial system, which called for actively developing the modern services industry and promoting the buildup of new dynamism for momentum and the rejuvenation and upgrade of traditional drivers. As an important part of modern services, the exhibition industry is an important platform for promoting higher-level opening up and comprehensively advancing Chinese modernization and high-quality economic development. In 2025, local governments intensively issued policy documents and support measures, covering financial support, industrial linkage, brand cultivation, standardized management and other aspects, with significantly improved policy strength, accuracy and synergy.

Fiscal support has been accurately upgraded to cover the development needs across the chain. In 2025, the localities further refined the fiscal support policies to improve the multipronged support system, accurately matching the needs of the exhibition industry at different stages of development. At the provincial level, Anhui Province included the exhibition industry in the promotion policy for the development of commerce and trade circulation industry, and promoted the execution of exhibition projects with fiscal funds¹; Jiangxi Province issued Ten Measures to Promote the Development of the Exhibition Industry², setting up special awards covering project development, enterprise cultivation, brand building, etc.;

1 Source: Department of Commerce of Anhui Province, <https://commerce.ah.gov.cn/public/21711/123001511.html>.

2 Source: Jiangxi Provincial People's Government, https://www.jiangxi.gov.cn/jxsrnzf/2025nd6q/pc/content/content_1907632010833088512.html.

the Department of Commerce of Zhejiang Province and other 17 departments jointly issued a document¹, clarifying the orientation of subsidies for consumer exhibitions and branded exhibitions, and strengthening the financial guarantee for exhibitions to promote consumption; Beijing Municipality issued a notice on project declaration for the Convention and Exhibition Industry Development Award², refining the reward standard and reporting process. Among prefecture-level cities, Xiamen introduced support measures and set up gradient awards according to the scale of the exhibition and the degree of internationalization³; Shenzhen revised some measures to build an international convention and exhibition city to tilt funding towards large-scale international exhibitions and branded exhibitions⁴. At the district and county level, Xiaoshan District of Hangzhou introduced a subsidizing method for convention and exhibition activities to accurately support small and medium-sized exhibition projects in the region; Shunyi District, Beijing revised the measures to support the development of industrial clusters and gave special awards to exhibition industrial cluster parks⁵; Qingdao West Coast New Area focused on brand cultivation and provided special funds to support exhibition enterprises in strengthening their brands and expanding their markets⁶.

Aligned with the positioning and industrial base of the city, the exhibition industry has been promoted for specialized and clustered development. In view of local resource endowments, the localities have formed a development path guided by the positioning of the city and empowered by specialty industries to accelerate the clustering of the convention and exhibition industry. On the one hand, the localities further defined the development goals for urban exhibitions. Wuhan printed and issued the Three-year Action Plan for Building an

-
- 1 Source: Department of Commerce of Zhejiang Province, https://zcom.zj.gov.cn/art/2025/8/28/art_1229268085_2566678.html.
 - 2 Source: People's Government of Beijing Municipality, https://www.beijing.gov.cn/zhengce/zhengcefagui/202505/t20250507_4083513.html.
 - 3 Source: Xiamen Municipal Bureau of Commerce, https://swj.xm.gov.cn/zwgk/zfxgk/zc/xzgfxwj/202506/t20250604_2937075.htm.
 - 4 Source: Shenzhen Municipal Bureau of Commerce, https://www.sz.gov.cn/cn/zjsz/fwts_1_3/tzfw/yhzc_1/content/post_12467112.html.
 - 5 Source: Beijing Municipal People's Government, https://www.beijing.gov.cn/hudong/gfxwjzj/qjzjxx/202503/t20250327_4046294.html.
 - 6 Source: Qingdao West Coast New Area, https://www.xihaian.gov.cn/zwgk/gknr/zfwj/zcxwj/qwj/202509/t20250915_10221313.shtml.

International Convention and Exhibition Center City (2025-2027), which systematically laid out plans for venue construction, project introduction and service improvement, with a view to building a leading international convention and exhibition center city in Central China¹; focusing on “accelerating the construction of an international convention and exhibition city”, Shenzhen has prioritized the building of a multi-level and high-class exhibition system to enhance the internationalization level of the industry²; the Standing Committee of Ningbo Municipal People’s Congress passed the Decision on Accelerating the High-quality Development of the Convention and Exhibition Industry³, clarifying the goal of building the “Belt and Road” international exhibition city and the national industry and trade exhibition center. On the other hand, the localities rely on specialty industries to cultivate professional exhibitions. Beijing has tied up the exhibition industry with the fashion industry, striving to cultivate fashion exhibitions⁴; Hainan Province’s support policy for biomedical industry has included professional exhibitions in the industrial service system to promote technical exchanges and outcome conversion⁵; Hebei Province, in view of the upgrade of key specialty industrial clusters, encourages the holding of targeted professional exhibitions to help the industry improve quality and efficiency⁶; based on its advantage in the manufacturing industry, Ningbo promotes the integration of the exhibition industry into the “361” modern industrial system, forming a industry-exhibition pattern of “one exhibition for one industry”⁷.

The enabling effect of “Exhibition+” integration has been deepened to accurately meet the needs of consumption upgrade and industrial transformation. The localities

-
- 1 Source: Wuhan Municipal People’s Government, https://3g.wuhan.gov.cn/zwgk/xxgk/zfwj/szfwj/202512/t20251205_2690983.shtml.
 - 2 Source: Shenzhen Municipal Bureau of Commerce, https://www.sz.gov.cn/cn/zjsz/fwts_1_3/tzfw/yhzc_1/content/post_12467112.html.
 - 3 Source: Standing Committee of Ningbo Municipal People’s Congress, https://www.nbrd.gov.cn/art/2025/7/15/art_1229578100_43295.html.
 - 4 Source: Beijing Municipal Bureau of Economy and Information Technology, https://jxj.beijing.gov.cn/zwgk/2024zcyj/202506/t20250609_4109180.html.
 - 5 Source: Hainan Provincial People’s Government, <https://en.hainan.gov.cn/hainan/szfbgtwj/202508/c8506a47219048a5b8a78556c766b2df.shtml>.
 - 6 Source: Hebei Provincial People’s Government, <https://www.hebei.gov.cn/columns/97ea6a2c-09f3-4eb8-bca8-a12cd52142cd/202505/21/9423a5e2-752b-4bb1-b064-e90e8cd7f8e0.html>.
 - 7 Source: Standing Committee of Ningbo Municipal People’s Congress, https://www.nbrd.gov.cn/art/2025/7/15/art_1229578100_43295.html.

have broken down business type barriers and promoted the deep integration of the exhibition industry with consumption, trade, cultural tourism, culture and sports to amplify the comprehensive driving effect. In terms of “exhibition+consumption”, Guangdong, Jiangxi, Tianjin, and Chongqing, among others, have included the exhibition industry in special actions to boost consumption, and encourage the holding of consumer exhibitions and debut activities, promoting the transformation of exhibition scenes into consumption scenes; Zhejiang Province has innovatively put forward the brand of “Visit Zhejiang with Exhibitions”, which brings together consumers through exhibitions and drives related consumption such as catering, retail and cultural tourism. Regarding “exhibition+trade”, Beijing emphasizes the platform role of the exhibition industry in its plan for the high-quality development of services trade and digital trade, encouraging the holding of professional exhibitions on digital trade and services trade¹; Ningbo supports branded exhibitions in Belt and Road countries and RCEP participating countries to help enterprises explore the international market. For “exhibition+cultural tourism, culture and sports”, Ningbo promotes the crossover integration of convention, business, culture, sports and tourism, and has held culture industry fairs, branded sports events and other activities to enrich the exhibition business type; Zhejiang Province promotes the “ticket stub economy” of exhibitions to strengthen the linkage between exhibitions and cultural tourism activities, extending the consumption chain.

Focus has been placed on standardizing management and optimizing the environment to build a solid foundation for the high-quality development of the industry. While increasing support, the localities have paid attention to system development and environmental optimization, promoting the transformation of the exhibition industry from “rapid development” to “high-quality development”. In terms of standardized management, the Shanghai Municipality promulgated the Measures for the Administration of Filing for Exhibition Activities², clarifying the filing process, main responsibility and risk prevention and control requirements, and improving the standardization level of the industry; Ningbo

1 Source: Beijing Municipal People’s Government, https://www.beijing.gov.cn/zhengce/zfwj/zfwj2016/bgtwj/202505/t20250516_4090666.html.

2 Source: Shanghai Municipal Commission of Commerce, <https://www.sh.gov.cn/zwgkxsgwj/20250228/a8857342932549b68ab568fef02cfb73.html>.

has defined the development goals, tasks and safeguard measures of the exhibition industry from the legislative level, and provides institutional guarantee for the development of the industry. To optimize the environment, Yunnan Province has issued positive, negative and advocacy lists for government-to-business exchanges, encouraging public officials of party and government organs to organize enterprises and industry associations to participate in various exhibition activities promoting enterprise products or services and facilitating investment and financing according to laws and regulations; Zhejiang Province has established an inter-departmental coordination mechanism to optimize the approval process of exhibition activities and provide supporting services such as customs clearance facilitation and talent cultivation; multiple localities support the development of exhibition industry associations, strengthening industry self-regulation and credit development to maintain market order.

Table 1-1 Policies to Promote the Development of the Exhibition Industry in Some Localities in 2025

Region	Time	Policy
Provincial level		
Yunnan Province	February	Positive, Negative and Advocacy Lists for Government-to-Business Exchanges of Yunnan Province (Trial)
Jiangxi Province	February	Ten Measures to Promote the Development of the Exhibition Industry
Tianjin Municipality	April	Action Plan for Building a Big Consumption Pattern in Tianjin
Hebei Province	April	Three-year Action Plan for Upgrading Key Specialty Industrial Clusters in Hebei Province (2025-2027)
Beijing Municipality	June	Implementation Plan for High-quality Development of Beijing Fashion Industry (2025-2027)
Guangdong Province	June	Guangdong Province's Work Plan for Promoting Continued Economic Improvement to Serve Strengthened Domestic Circulation
Chongqing Municipality	July	Measures to Boost Consumption in Chongqing
Shanghai Municipality	July	Three-year Action Plan of Shanghai for Accelerating the Development of High-growth Enterprises (2025-2027)
Zhejiang Province	August	Several Measures on Accelerating Exhibition Economy and Promoting Consumption
Anhui Province	August	Policy for Promoting the Development of Commercial Circulation Industry in 2025
Hainan Province	August	Several Policies and Measures of Hainan Province on Further Supporting the High-quality Development of the Biomedical Industry

Continued

Region	Time	Policy
Municipal level		
Ningbo City	July	Decision of the Standing Committee of Ningbo Municipal People's Congress on Accelerating the High-quality Development of the Convention and Exhibition Industry
Shantou City	September	Shantou Municipality's Support Measures for Promoting the Development of the Exhibition Industry
Shenzhen City	October	Measures of Shenzhen Municipality on Accelerating the Construction of International Convention and Exhibition City (Revised)
Wuhan City	November	Three-year Action Plan for Wuhan to Build an International Convention and Exhibition Center City (2025-2027).
District and county level		
Xiaoshan District, Hangzhou	June	Measures of Xiaoshan District of Hangzhou Municipality on Subsidies for Exhibition Activities
Shunyi District, Beijing	August	Measures for Supporting the Development of Exhibition Industry Clusters in Shunyi District (Revised Edition 2025)
Qingdao West Coast New Area	September	Policy of Strengthening Branding and Promoting Development of the Exhibition Industry in Qingdao West Coast New Area

Source: Based on publicly available information.

III. Domestic exhibitions have continued to show a sound momentum of steady progress

In 2025, China's domestic exhibition market continued to show a sound momentum of steady progress, with the number and exhibition area of economic and trade exhibitions reaching record highs. In 2025, this report collected a total of 4,095 economic and trade exhibitions held in that year, with a total exhibition area of 159 million square meters, covering 31 provinces, municipalities and autonomous regions (excluding the Hong Kong, Macao and Taiwan regions). The number of exhibitions and exhibition area increased by 6.53% and 2.5% respectively. While the numbers increase steadily, the international competitiveness of Chinese exhibitions also keeps improving. According to the data of the Global Association of the Exhibition Industry¹, in 2025, China held 28 exhibitions listed in the Top 100 global trade fairs, ranking second in the world, second only to Germany (44). Of these, Shanghai (16)

¹ Source: Global Association of the Exhibition Industry, <https://www.ufi.org/>.

ranked first in all provinces, autonomous regions and municipalities, followed by Beijing (5), Shenzhen (3), Guangzhou (2), Nanning (1) and Hong Kong (1). The average area of listed Chinese exhibitions jumped from 125,000 square meters in 2008 to 244,000 square meters in 2025, exceeding the global average (226,000 square meters in 2024) and the German average (220,000 square meters in 2024) for two consecutive years.

In terms of the domestic exhibition hall market, the number of exhibition halls actually operating in China in 2025 was 224, a substantial increase of 17.89% compared with 2024 (190), and the exhibition hall market has continued to expand in scale. UFI data¹ show that by the end of 2024, the total indoor exhibition area in 22 countries/regions in the world exceeded 300,000 square meters, with the top five countries/regions (China, the U.S., Germany, Italy and France) accounting for more than 60% of the total indoor exhibition area in the world. Specifically, China's total indoor exhibition area was 13.6622 million square meters, ranking first and accounting for 30.9% of the world's total. Among the Top 81 venues in the world, China was home to 33 venues on the list; in the Asia-Pacific region, the indoor exhibition area of Chinese exhibition halls accounted for 81% of the total, and there were 38 venues over 100,000 square meters, among which 33 were in China.

In terms of market-oriented transformation, in 2025, as local governments continued to explore the market-oriented transformation of the exhibition industry, the marketization process of the exhibition industry continued to advance and the marketization level continuously improved. The Department of Commerce of Jiangxi Province issued Ten Measures to Promote the Development of the Exhibition Industry, setting forth to consolidate the results of exhibition clearing and optimization, and guide the gradual transition of exhibitions organized by party and government organs into market-oriented ones. In the first half of 2025, the number of socialized exhibitions in Guangxi reached 57, accounting for 77% of the total. Government-led exhibitions gradually shifted focus from quantity expansion to quality improvement, forming a benign development pattern of government support, market lead and complementary symbiosis. In 2025, the China Marine Economy Expo was held in a market-oriented way for the first time. In accordance with the principle of following

1 Source: World Map of Exhibition Venues (2025 Edition), <https://www.ufi.org/reports/ufi-world-map-of-exhibition-venues-2025-edition-november-2025/>.

the market lead, promoting exhibitions through conventions, highlighting the deep sea and pursuing internationalization and diversity, it provided enterprises with full-chain services and made market vitality the core driving force of the exhibition by matching enterprise needs, connecting industrial resources and enabling transaction and cooperation.

IV. The internationalization level of China's exhibition industry has continued to improve

In 2025, China's visa-free policies for many countries and the resumption of civil aviation flights continued to facilitate foreigners' participation and holding of exhibitions in China and helped raise the internationalization level of the exhibition industry. With regard to the entry of foreigners, by the end of 2025, China had unilaterally exempted 48 countries from visas, arranged mutual visa exemptions with 29 countries, and extended the 240-hour transit visa-free policy to 55 countries. In the third quarter of 2025, national immigration administrative agencies inspected 178 million entries and exits, up 12.9% year-on-year; among them, there were 89.372 million mainland residents and 68.731 million Hong Kong, Macao and Taiwan residents, up by 13.8% and 6.2% respectively. The number of foreigners was 20.134 million, up 22.3% year-on-year, among which 7.246 million entered the country visa-free, accounting for 72.2% of the total entries, up 48.3% year-on-year. In terms of the recovery of international flights, from January to November 2025, the total turnover, passenger traffic and cargo and mail traffic of China civil aviation international routes all grew by over 20% year-on-year, of which international passenger traffic reached 72.853 million, an increase of 16.6% over the same period in 2019. The international route network fully recovered and surpassed the pre-Covid level.

In 2025, the proportion of foreign exhibitors in major exhibitions continued to increase. The three sessions of the CISCE held so far have seen the proportion of overseas exhibitors increase year by year, from 26% to 32% and 35%, with the coverage of exhibitors increased from 55 countries and regions at the first session to 75 at the third session. A large number of U.S., EU and Japanese enterprises have actively participated in the Expo. Twenty-five international organizations have attended the Expo, including eight international organizations

such as the Food and Agriculture Organization of the United Nations (FAO), the United Nations Commission on International Trade Law (UNCITRAL) and the World Intellectual Property Organization (WIPO). The percentage of international exhibitors at the 4th Global Digital Trade Expo exceeded 20%, including over 130 exhibitors from Europe and the U.S., and the number of international merchants increased by 64% compared with the previous edition.

As an important indicator of internationalization level, in 2025, the number of Chinese (excluding Hong Kong, Macao and Taiwan) members certified by the UFI continued to increase. According to the UFI Global Membership report, by December 2025, the total number of Chinese members (excluding Hong Kong, Macao and Taiwan) was 258, an increase of 5 compared with 2024. Shanghai, Beijing and Shenzhen still hosted the most UFI members.

Table 1-2 Ranking of Chinese Cities by Number of UFI Members

Ranking	City	Number of members
1	Shanghai	43
2	Beijing	26
3	Shenzhen	22
4	Guangzhou	20
5	Chengdu	10
5	Hangzhou	10
7	Jinan	9
7	Ningbo	9
9	Nanjing	7
9	Wuhan	7
9	Xi'an	7

Source: UFI.

V. New technologies and new models have accelerated the innovation and upgrade of the exhibition industry

Driven by new technologies and new models, China’s exhibition industry continued to innovate and upgrade in terms of contents display and presentation in 2025, becoming not only an important platform for showcasing scientific and technological innovation outcomes,

but also an important driving force for the development of related industries that enables high-quality economic development.

In terms of exhibition contents, the shares of new technologies and new models have continued to increase. With the in-depth implementation of the innovation-driven development strategy, various exhibitions are paying more and more attention to the display and promotion of scientific and technological innovations, highlighting cutting-edge technologies and innovation outcomes as core attractions of exhibitions. In 2025, among domestic economic and trade exhibitions, the proportion of industrial and technological exhibition projects stood at 21.87%, ranking first among all industries. The 3rd CISCE featured 152 new products, technologies and services, an increase of 67% over the previous session¹. The 27th China Hi-tech Fair featured more than 5,000 new products, technologies and outcomes at the cutting edge of global science and technology, with a year-on-year increase of about 16%², and global debuts accounting for over 20%. The World Artificial Intelligence Conference showcased more than 3,000 frontier exhibits, covering more than 40 large language models, over 50 AI terminal products, 60 plus intelligent robots and more than 100 heavyweight new products in their global or Chinese debut.

Regarding the form of exhibitions, digital transformation and green transition have achieved remarkable results. In terms of green development, with the promotion of standardized green management and the increase in green demand, the green development of exhibitions has been accelerating, with green exhibitions gradually shifting from optional to mandatory. At present, key exhibitions such as the Canton Fair and CIIE have achieved 100% of green power supply and 100% of green compliance for special booths³. The localities have also responded positively, and explored new models of green exhibitions in line with local conditions. By introducing the concept of carbon neutrality, Panjin's first zero-carbon exhibition purchased enough National Certified Voluntary Emission Reductions to offset the 2.0 tons of carbon dioxide emissions generated during the exhibition, and realized zero-carbon

1 Source: CCPIT, <https://www.ccpit.org/a/20250720/20250720nyy6.html>.

2 Note: In 2024, the 26th China Hi-tech Fair launched over 4300 new technologies, products and outcomes.

3 Source: Ministry of Commerce, https://www.mofcom.gov.cn/zcfb/dwmygl/art/2025/art_93d8c16b4f194913848b475e0a261d6c.html.

hosting¹. Digitalization-wise, on May 30, 2025, the State Administration of Market Regulation issued the Guide to Online Exhibition Services², focusing on the new business type of online exhibition, giving whole-process operation guidelines before, during and after the exhibition, clarifying the requirements for service providers' support capability, and providing guidance for promoting the healthy development of new business types. At the same time, the digital transformation of exhibitions has advanced in tandem, as various exhibitions widely adopt digital models such as online display, interactive experience and accurate connection, which has greatly improved the efficiency of exhibition communication and effectively expanded the radiation scope of exhibitions. For example, the 2025 China Culture and Tourism Industries Expo adopted China's first MR drama-tour exhibition guide system, which applied the virtual and real-world technology to closely combine cultural elements with on-site exhibition, allowing visitors to tour and experience the exhibition halls in game through interactive experience³. Wen Xiaobo, the AI exhibition assistant debuted at the 21st China (Shenzhen) International Cultural Industries Fair enabled one-click intelligent matching between exhibitors and buyers by generating accurate profiles, helping connect potential partners efficiently and improving consultation efficiency and deal closure rates by providing communication assistance functions such as intelligent Q&A, multilingual translation, and copy generation.

Concerning the effectiveness of the exhibitions, they have promoted the innovation and transformation of related industries. The convergence of people, goods and capital on exhibition activities has the multiplier effect that drives the development of all industries. In particular, all kinds of science and technology themed exhibitions have effectively promoted the connection of scientific and technological innovation enterprises with market resources, accelerating technological outcome conversion, and effectively promoting the coordinated development of the upstream and downstream of the industrial chain by building an efficient connecting platform. For the first time, the 3rd CISCE set up an innovation chain area in the advanced manufacturing chain section. Underpinned by system, carrier and service,

1 Source: Shuangtaizi District People's Government, https://www.stq.gov.cn/2025_04/16_08/content-516930.html.

2 Source: State Administration for Market Regulation, https://www.samr.gov.cn/xw/sj/art/2025/art_b0e1eb6b40a746ca8a260844a738565e.html.

3 Source: People's Daily Online, <http://hb.people.com.cn/n2/2025/0914/c192237-41351093.html>.

the whole process from intellectual property rights confirmation and technology incubation to industrialization is opened up to help move innovation resources from the bookshelf to the product shelf, so that the innovation chain and the industrial chain can be seamlessly connected.

VI. The overseas exhibition market is generally stable with optimized structure.

According to an UNCTAD report, despite the unfavorable factors such as geopolitical tensions and rising trade costs, global trade still showed an upward trend in 2025, with the global trade volume expected to exceed US\$35 trillion for the first time¹. In 2025, in the face of the still severe and complicated external environment, China's foreign trade withstood the pressure and increased steadily. From January to November 2025, China's imports and exports totalled RMB41,207.6 billion, up 3.6% year-on-year. In breakdown, exports reached RMB24,457.9 billion, up 6.2%, and imports stood at RMB16,749.8 billion yuan, up 0.2%.

Holding exhibitions abroad is an important way for enterprises to explore the international market. Governments at all levels attach great importance to supporting enterprises in taking orders and expanding the market by holding exhibitions abroad. In 2025, the Government Work Report sets forth to strengthen the policy of stabilizing foreign trade and support enterprises in stabilizing orders and expanding the market; the Notice on Launching Special Actions for Small and Medium-sized Enterprises to Go Overseas calls for increased support for international participation of small and medium-sized enterprises and organizing cross-border match-making exhibition activities to help enterprises connect with overseas market resources. In 2025, the CCPIT took the lead in approving 70 exhibition organizers nationwide to participate in or organize 1,259 exhibitions in 57 countries, with a net exhibition area of 684,000 square meters and 47,700 exhibitors. The number of exhibitions attended or held by Chinese enterprises in Germany, Russia, the United Arab Emirates, the U.S. and other countries has remained among the highest, as the Middle East, South America, Central Asia and Africa, among others become hot spots for enterprises' overseas participation. The industry

1 Source: UNCTAD, <https://unctad.org/publication/global-trade-update-december-2025-global-trade-poised-record-breaking-2025-flows>.

structure has continued to optimize, with new energy, medical care and auto parts leading the new trend of going overseas.

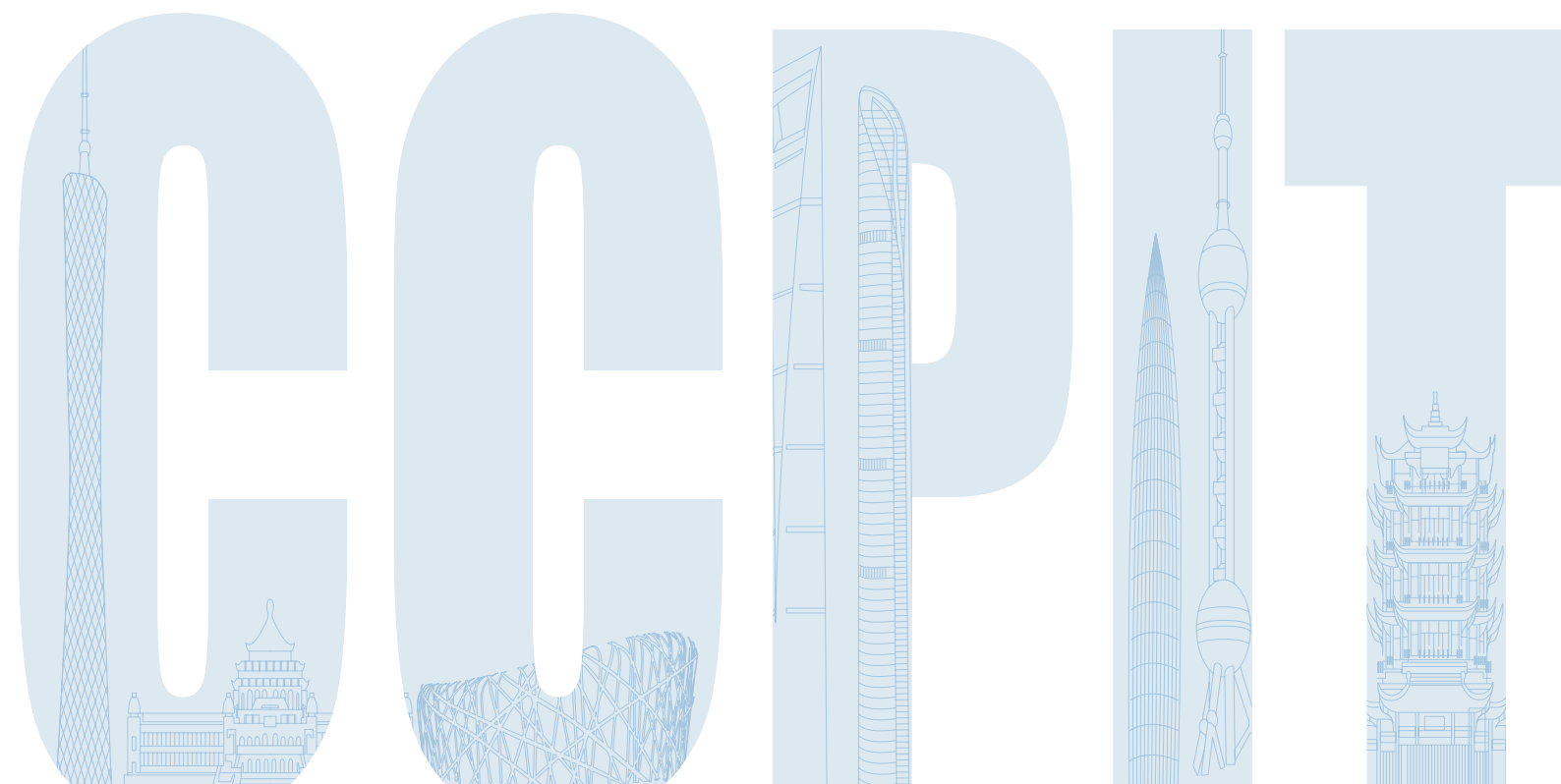
VII. Large-scale exhibition platforms have fully played their role of windows for opening up

National large-scale exhibition platforms are an important window for China to open to the outside world, which play an important role in promoting economic and trade exchanges, industrial upgrade, cultural exchanges, etc. They are a key hub and public good connecting domestic and international dual circulations.

In 2025, China's national-level large-scale exhibition platforms achieved fruitful results, which conveyed the strong message of China's expanded opening up to the world. Under the theme of Connecting the World for a Shared Future, the 3rd CISCE attracted the direct participation of more than 70 countries and regions, and released nearly 200 innovative products, new technologies and new services, providing an important cooperation platform for stable and smooth global supply chains. The exhibition area of the 8th CIIE exceeded 367,000 square meters, and 4,108 enterprises from 138 countries and regions participated in the event, with both the exhibition area and the number of enterprises reaching record highs. Among the enterprises, there were 290 Fortune Global 500 companies and industry champions, and 180 enterprises had attended all eight editions, which fully reflects the strong magnetism of China's super-sized market. The China Pavilion of the Osaka World Expo was a complete success, receiving nearly 2 million visitors from all over the world. As one of the most distinctive and popular pavilions, it was visited by more than 280 dignitaries and personages from more than 90 countries and regions. Highlighting the Chinese civilization, demonstrating the achievements of Chinese modernization, and promoting the exchanges and mutual learning of civilizations and people-to-people bonds, it won high praise from people from all walks of life across the world and the top prize awarded by the International Exhibitions Bureau for the first time—the gold award for exhibition design among large self-built pavilions, achieving a historic breakthrough in China's participation in overseas World Expos.

Chapter 2

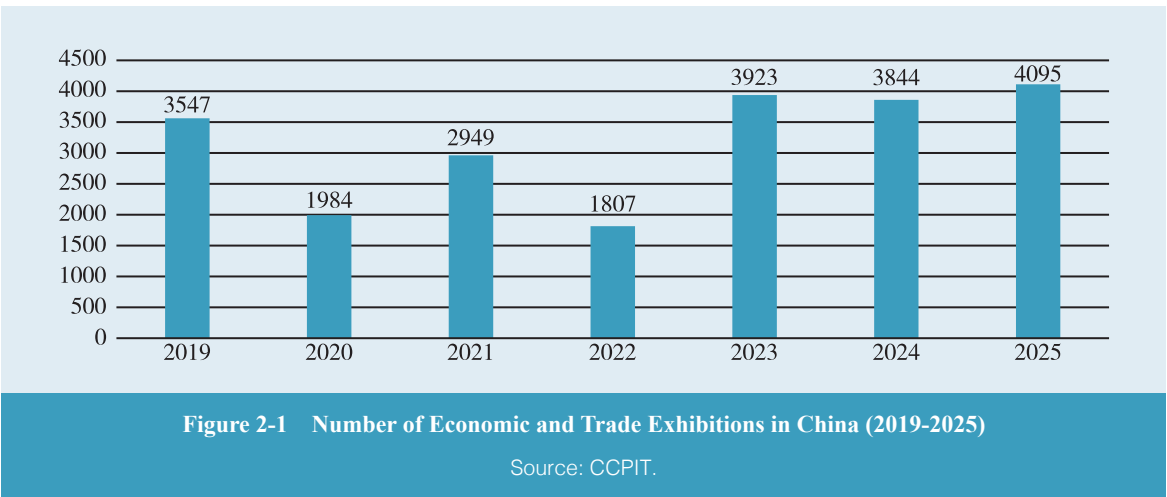
Analysis on the Development of Domestic Exhibitions in China in 2025



This chapter analyzes economic and trade exhibitions held in professional venues with an exhibition area of over 2,000 square meters. To provide a more accurate and comprehensive picture of China’s exhibition sector in 2025, as for similar exhibitions organized by the same organizer at the same time and location, this report would regard them as separate exhibitions if the organizers make a clear distinction; otherwise, they will be considered as one. Historical exhibition data in this chapter is sourced from the past editions of the *Annual Report on China’s Exhibition Industry*.

I. The number and area of exhibitions both hit a record high

The report gathered data on a total of 4,095 economic and trade exhibitions held in 2025, with a total exhibition area of 159 million square meters, covering 31 provinces, municipalities and autonomous regions (excluding the Hong Kong, Macao and Taiwan regions) around the country. In 2025, the domestic market for economic and trade exhibition scored steady growth in general, as their number and area increased by 6.53 percent and 2.5 percent year-on-year respectively.





II. A growing share taken by exhibitions held in central and western regions

In 2025, China's economic and trade exhibitions were still characterized by regional agglomeration, while their regional development patterns changed slightly. The share of exhibitions held in the eastern region declined, while the share of those held in the central and western regions expanded slightly.

On the number of exhibitions, in 2025, with a solid financial base, well-developed infrastructure and huge market demand, the eastern region¹ held the greatest number of economic and trade exhibitions, or 2,702 events, accounting for 65.98 percent of the national total. The central and western regions held 620 and 631 exhibitions respectively, accounting for 15.14 percent and 15.41 percent of the total, with a year-on-year growth of 11.51 percent and 14.94 percent respectively, both significantly higher than the national average growth. The northeastern region held 142 exhibitions, accounting for 3.47 percent of the total, down by 7.19 percent year-on-year.

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



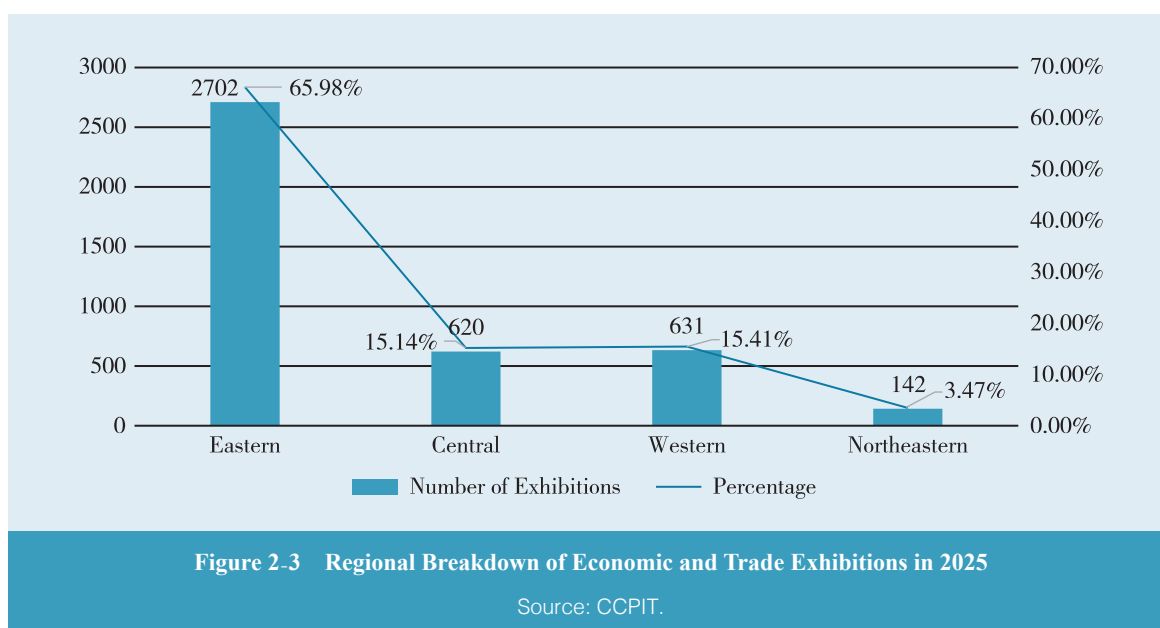
The 20th Western China International Fair provided a platform for countries in the world to effectively share the development opportunities in western China

From May 25 to 29, 2025, the 20th Western China International Fair (WCIF) was held in Chengdu, Sichuan. Sponsored by the Sichuan Provincial People's Government, with a theme of "Deepening Reform for More Momentum, Expanding Openness for Greater Growth", this WCIF attracted over 3,000 businesses from 62 countries and regions, and 27 provinces, autonomous regions and municipalities in China, with a total exhibition area of 200,000 square meters. During the exhibition, contracts on 416 projects were signed, with a total investment as high as RMB354.3 billion.

This WCIF set up seven exhibition areas for new industrial drivers, with a focus on breakthrough achievements in frontier fields, such as AI, biotechnology, new display and low-altitude economy, making greater efforts to equip it with the latest smart and green technologies. The world's first carbon fiber-reinforced polymer (CFRP) wing structure for Airbus A350, China's first self-developed F-class 50 MW heavy-duty gas turbine, the new-generation "artificial sun" of Huanliu-3 (HL-3), and other pioneering technologies and products were unveiled or marked their debut, which showed that WCIF served as a benchmark and a global exhibition platform for frontier technologies, providing China's solutions for industrial upgrading.

On innovative exhibitions, this WCIF innovatively designed a three-

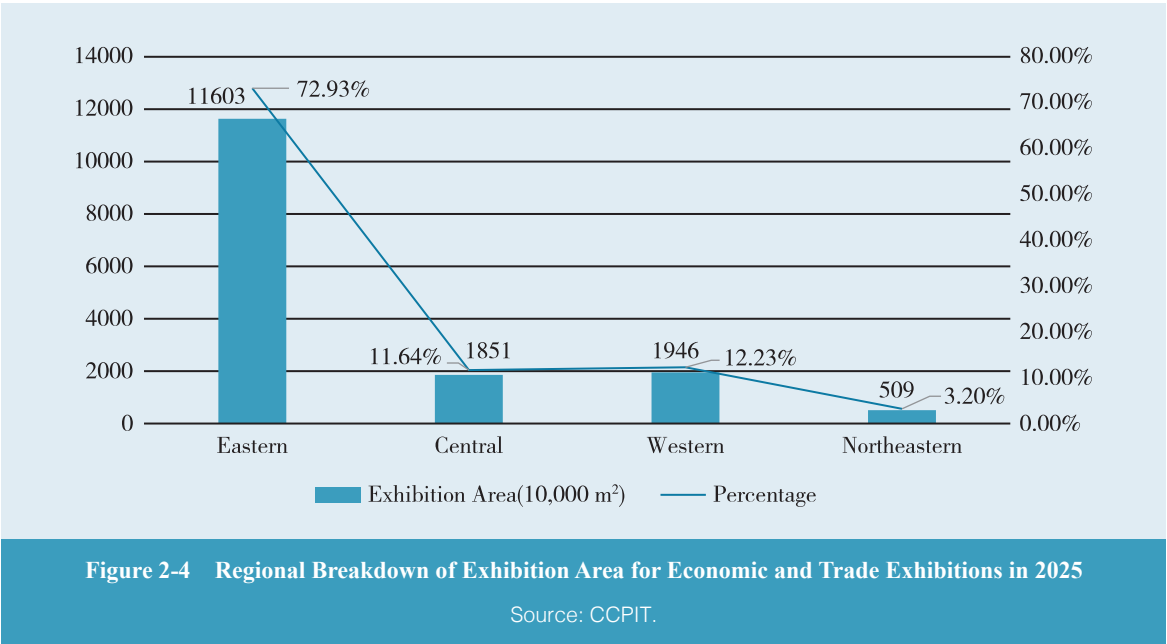
dimensional model of display, featuring “industrial chart + businesses leading and along industrial chains”, and leading businesses presented highlights based on an entire ecosystem. This WCIF launched the dual scenarios of “international consumption corridor + experience zone for life in the future”, and boosted consumption upgrading with “technology + culture”. It introduced a self-developed smart and digital exhibition platform for smart matchmaking and online participation towards greater efficiency. It upgraded the WCIF service system 2.0, integrated logistics, finance and other elements throughout the entire chain, and addressed the choke points for participation. It also added a window of multilingual services covering English, French, Spanish, Arabic and other languages to the convenience of international merchants.



On areas of exhibition, in 2025, the eastern region hosted 116 million square meters of economic and trade exhibitions, an increase of 3.11 percent year-on-year, accounting for 72.93 percent of the national total. Economic and trade exhibitions in the central region covered an area of 18.51 million square meters, increasing by 6.16 percent year-on-year, and

accounting for 11.64 percent of the total. Economic and trade exhibitions in the western region covered an area of 19.46 million square meters, decreasing by 5.08 percent year-on-year, and accounting for 12.23 percent of the total. Economic and trade exhibitions in the northeastern region covered an area of 5.09 million square meters, an increase of 7.61 percent year-on-year, accounting for 3.2 percent of the total.

On average exhibition area per event, in 2025, the average area per economic and trade exhibition in the eastern region reached 42,900 square meters, down by 2.54 percent year-on-year. The average area per event was 29,900 and 30,800 square meters for the central and western regions respectively, down 3.55 percent and 16.76 percent year-on-year. The northeastern region's average area per event was 35,800 square meters, marking an increase of 15.92 percent.



III. Three economic zones remain national exhibition hubs

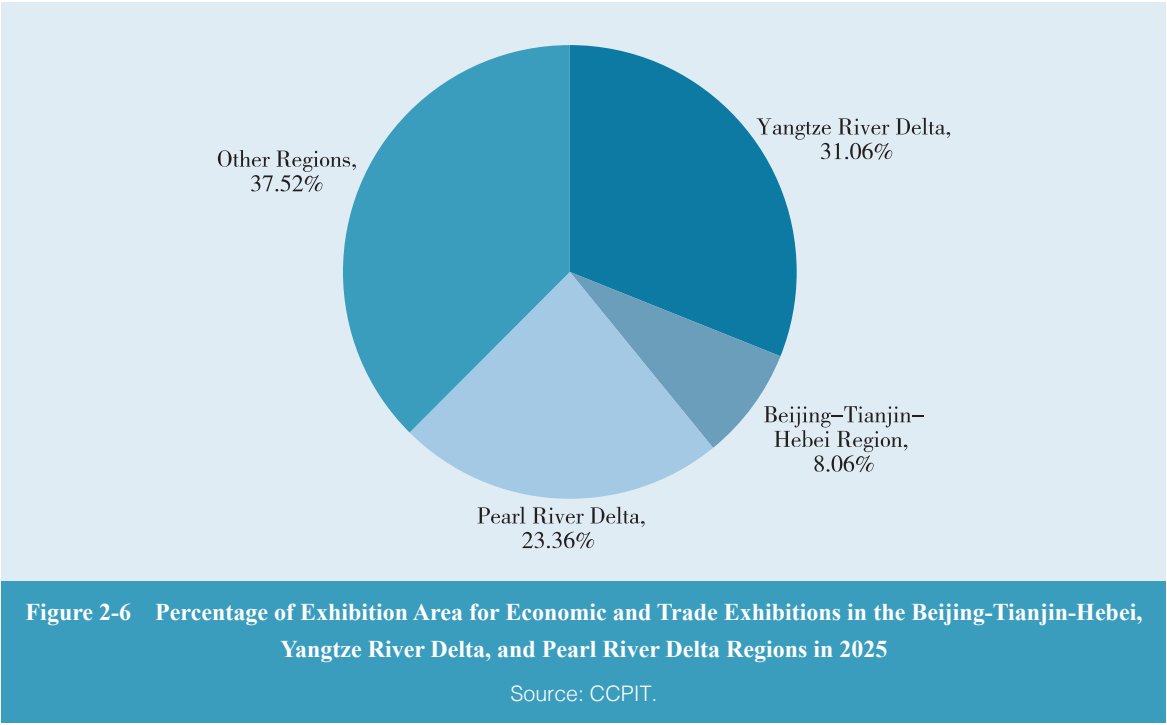
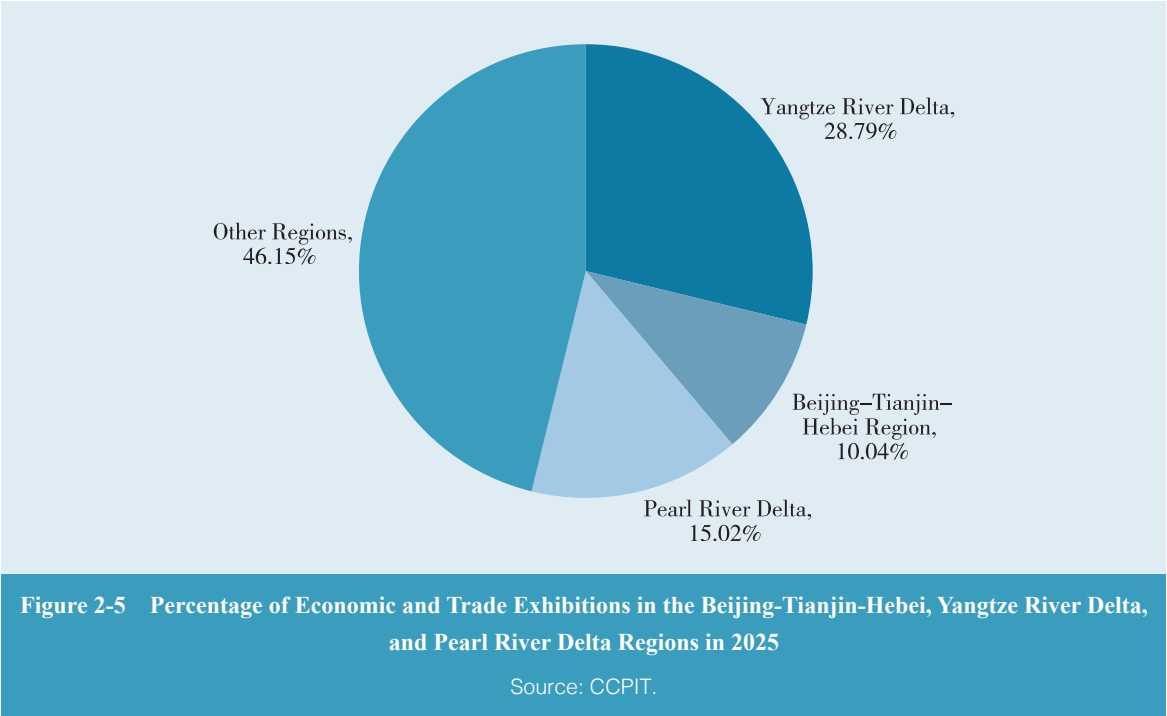
In 2025, 53.85 percent of China's economic and trade exhibitions were held in the

three regions of Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Pearl River Delta¹, accounting for 62.48 percent of the national total exhibition areas. Among them, 1,179 economic and trade exhibitions were held in the Yangtze River Delta, with a total exhibition area of 49.41 million square meters, accounting for 28.79 percent and 31.06 percent of the national total respectively, topping the three regions above in terms of number and area. 615 economic and trade exhibitions were held in the Pearl River Delta, with a total exhibition area of 37.16 million square meters, accounting for 15.02 percent and 23.36 percent of the total respectively. A total of 411 economic and trade exhibitions were held in Beijing, Tianjin and Hebei, with a total exhibition area of 12.82 million square meters, accounting for 10.04 percent and 8.06 percent of the national total respectively.

Compared with 2024, the exhibition area of the Yangtze River Delta and the Pearl River Delta increased slightly by 8.65 percent and 3.71 percent year-on-year respectively in 2025. The exhibition area of Beijing, Tianjin and Hebei decreased by 14.24 percent year-on-year. Number-wise, the number of exhibitions in the Yangtze River Delta increased by 11.12 percent year-on-year, while the number of exhibitions in the Pearl River Delta and Beijing-Tianjin-Hebei region decreased by 3.51 percent and 0.54 percent respectively.

City-wise, the total number and area of economic and trade exhibitions held in the four major cities of Beijing, Shanghai, Guangzhou and Shenzhen accounted for 29.33 percent and 41.4 percent of the national total respectively, and accounting for 54.47 percent and 66.26 percent of the total for the three regions of Beijing-Tianjin-Hebei, the Yangtze River Delta, and the Pearl River Delta.

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





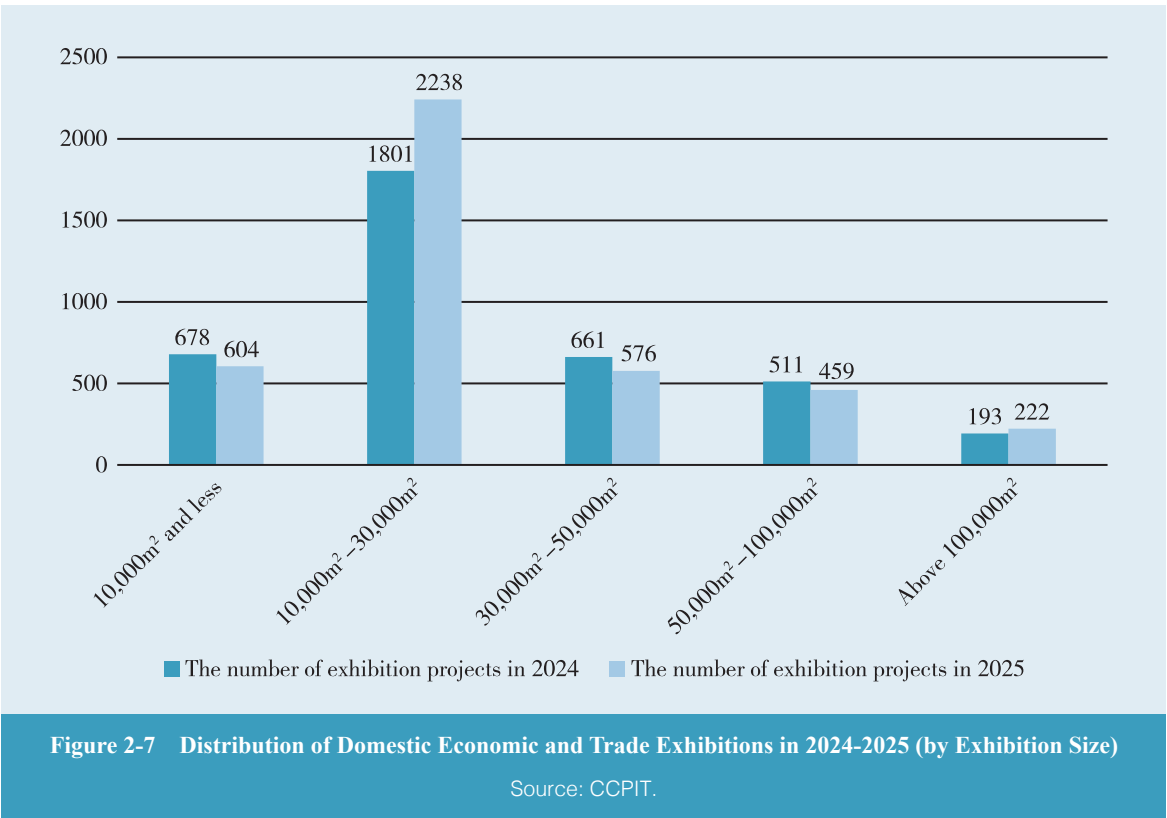
Guangdong-Hong Kong-Macao Greater Bay Area Exhibition Industry Alliance

On September 15, 2025, at the 3rd Business Conference on Guangdong-Hong Kong-Macao Greater Bay Area Development, the CCPIT Guangdong Committee worked with CCPIT representative offices in Hongkong and Macao, China International Exhibition Center Group and other organizations to jointly initiate the Guangdong-Hong Kong-Macao Greater Bay Area Exhibition Industry Alliance. The alliance had 160 founding member organizations, including organizers of exhibitions and conferences, venue operators, service providers, universities, and other institutions related to the industry chain of exhibitions.

The establishment of Guangdong-Hong Kong-Macao Greater Bay Area Exhibition Industry Alliance would help further integrate the convention and exhibition resources of Guangdong-Hong Kong-Macao Greater Bay Area (GBA). By developing chains based on exhibitions, it would boost synergy between permanent and temporary industrial clusters, and strive to gain the edge in global industrial innovation. By building platforms based on exhibitions, it would develop a global ecosystem for debut economy and enhance the capacity of exhibitions to drive consumption. With connectivity from exhibitions, it would strengthen cooperation among cities to build a world-class city cluster for exhibitions and build a benchmark and model of GBA soft connectivity. Taking exhibitions as the media, it would pool the strength in building the IP and image of exhibition and trade in GBA, enhance international influence for the region, and jointly build a globally competitive GBA convention and exhibition community.

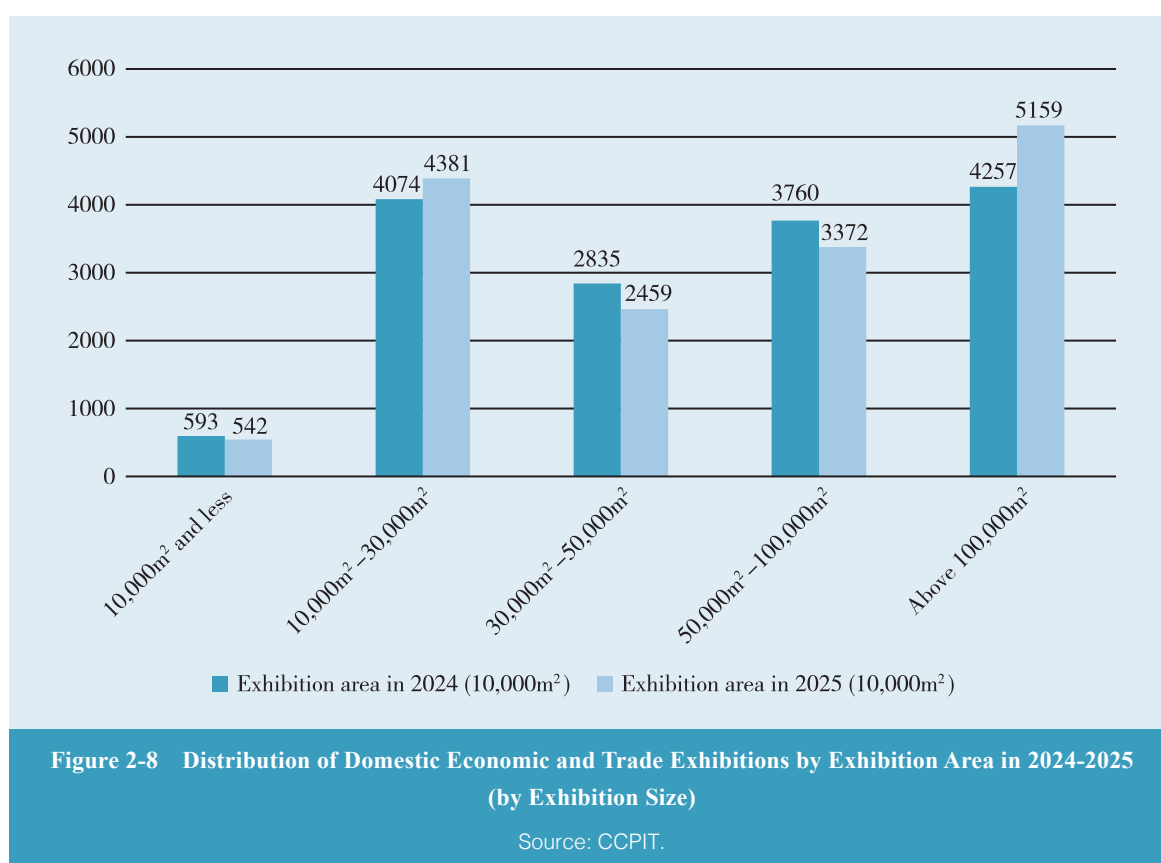
IV. Rapid expansion for small-to-medium exhibitions¹

Number-wise, in 2025, exhibitions of different scales pursued differentiated development. The number of small exhibitions of 10,000 square meters or less decreased from 678 in 2024 to 604, down 10.91 percent year-on-year. The number of small-to-medium-sized exhibitions ranging from 10,000 to 30,000 square meters increased significantly, from 1,801 in 2024 to 2,238, with a year-on-year increase of 24.26 percent. The numbers of medium-sized exhibitions of 30,000 to 50,000 square meters and medium-to-large-sized exhibitions of 50,000 to 100,000 square meters all decreased, down by 14.22 percent and 10.17 percent year-on-year respectively. The number of large exhibitions of over 100,000 square meters increased from 193 in 2024 to 222, with a year-on-year increase of 15.03%.



¹ Note: Based on the classification criteria from previous reports, exhibitions fall into five categories based on their areas: Small exhibitions of 10,000 square meters or less; Small-to-medium-sized exhibitions of 10,000 to 30,000 square meters (30,000 square meters included); Medium-sized exhibitions of 30,000 to 50,000 square meters (50,000 square meters included); Medium-to-large-sized exhibitions of 50,000 to 100,000 square meters (100,000 square meters included); and large exhibitions of over 100,000 square meters.

Area-wise, the total area of small-to-medium-sized exhibitions of 10,000 to 30,000 square meters and large exhibitions of over 100,000 square meters increased by 7.54 percent and 21.19 percent respectively year-on-year. The area for exhibitions of other scales decreased year-on-year. In breakdown, the areas of small exhibitions of 10,000 square meters or less decreased by 8.6 percent year-on-year, the medium-sized exhibitions of 30,000 to 50,000 square meters by 13.26 percent, and the medium-to-large-sized exhibitions of 50,000 to 100,000 square meters by 10.32 percent.



Region-wise, the scale of exhibitions in different regions showed clear differences. The small-to-medium-sized exhibitions took up the highest share in the eastern region. In breakdown, 52.74 percent were small-to-medium-sized exhibitions of 10,000 to 30,000 square meters and 15.09 percent medium-sized exhibitions of 30,000 to 50,000 square meters. The small-to-medium-sized exhibitions took up the highest share, or 62.58 percent in the central region. In the western region, 53.41 percent of exhibitions were small-to-medium-sized ones

ranging from 10,000 to 30,000 square meters, similar to that of the eastern region, while the proportion of small exhibitions of 10,000 square meters or less was 22.19 percent, higher than those of other regions. The small and medium-sized exhibitions took up the highest share in Northeast China, or 61.27 percent.

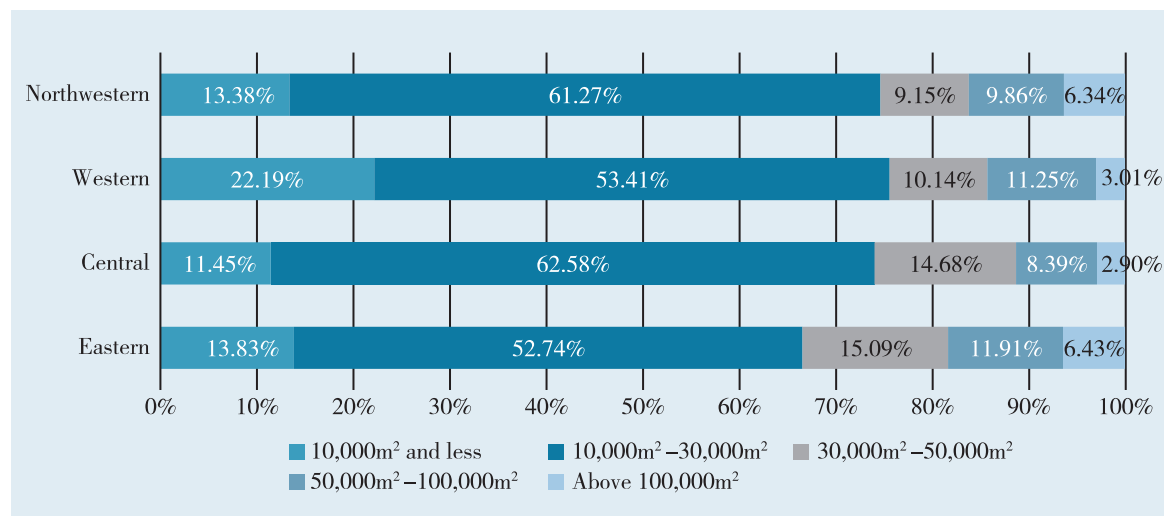
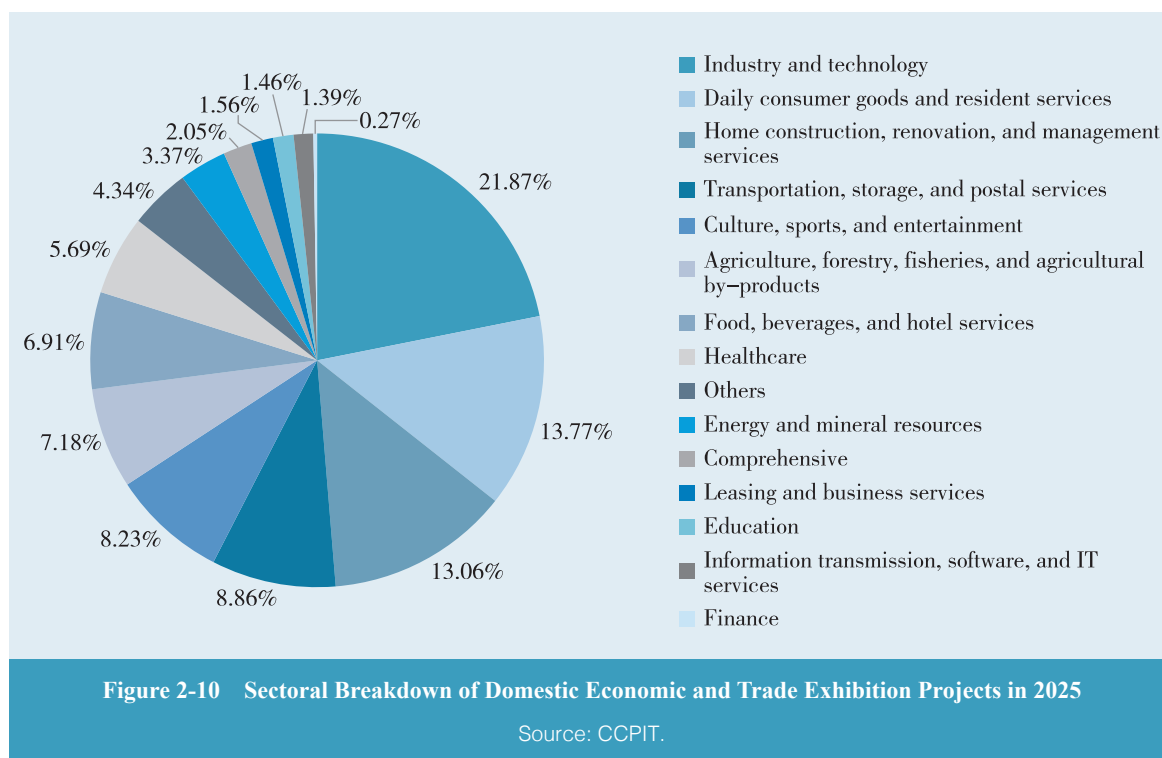


Figure 2-9 Distribution of the Domestic Economic and Trade Exhibitions by Region in 2025 (by Exhibition Size)

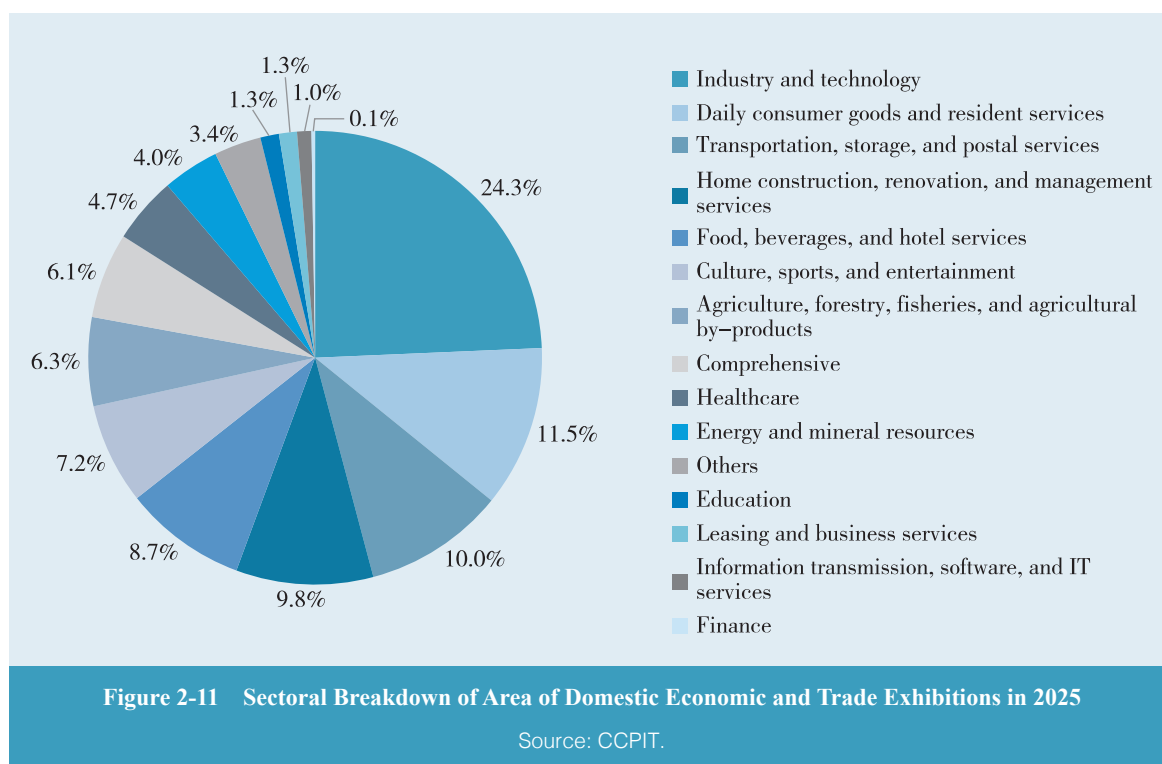
Source: CCPIT.

V. The sectoral breakdown for the exhibition industry was closely related to the priorities of regional development

In 2025, the top five categories of exhibitions were industry and technology (896 events, 21.87 percent), daily consumer goods and resident services (564 events, 13.77 percent), home construction, renovation, and management services (535 events, 13.06 percent), transportation, storage, and postal services (363 events, 8.86 percent), and culture, sports and entertainment (337 events, 8.23 percent), altogether 2,695 events, up 7.71 percent year-on-year. They accounted for 65.81 percent of the national total, basically the same as that of 2024 (65.1 percent).



On exhibition areas, in 2025, the top five categories of exhibition were industry and technology (24.3 percent), daily consumer goods and resident services (11.5 percent), transportation, storage, and postal services (10.0 percent), home construction, renovation, and management services (9.8 percent), and food, beverages and hotel services (8.7 percent). They accounted for 64.3 percent of the national total, 4.2 percentage points lower than that of 2024.



On industrial breakdown of exhibitions in different regions, industrial and scientific exhibitions took up a relatively high proportion in the eastern region, or 24.96 percent of the regional total, followed by daily consumer goods and resident services (15.53 percent). Exhibitions on industry and technology, and home construction, renovation, and management services took up relatively high shares in the central and western regions, or 17.42 percent and 14.35 percent of exhibitions in the central region, and 15.06 percent and 14.58 percent in the western region respectively. In addition, the share of culture, sports and entertainment exhibitions in the central region was relatively large, or 10.00 percent. The proportion of exhibitions on transportation, storage, and postal services in the western region was relatively large, or 12.04 percent. The shares took up by exhibitions on agriculture, forestry, fisheries, and agricultural by-products, and home construction, renovation, and management services in Northeast China were relatively high, or 19.72 percent and 16.90 percent respectively.



The 15th China (Guangrao) International Rubber Tire & Auto Accessory Exhibition: Stimulating the vitality of the rubber tire industry

From May 15 to 17, 2025, the 15th China (Guangrao) International Rubber Tire & Auto Accessory Exhibition was held at Guangrao International Expo Center in Dongying City. The exhibition covered an area of 55,000 square meters, with over 800 exhibitors. Fifty of the businesses were global top 75 tire businesses and Fortune Global 500 companies, and all the global top 10 tire companies joined the exhibition. There were over 30,000 professional purchasers and over 150,000 participants.

With the theme of “Leading the Global Ecosystem and Building the Future of Industries with Chains”, this exhibition displayed new products, technologies and solutions along the upstream and downstream of the tire and auto parts industry. It continuously improved the roles of exhibitions to pool resources, promoted the update and renewal of industries, and helped rubber tire businesses integrate into global industrial and supply chains. First, building an integrated display platform for the whole industry chain. The exhibition set up eight professional exhibition areas on tires, wheels, auto insurance and auto parts, among others, to showcase the latest trends and development across the entire chain of the rubber tire industry, allow more accurate business matchmaking, technical exchange and brand promotion services, and fully demonstrate the buildup effect of the exhibition. Second, innovating and upgrading platforms for technology exchanges. The exhibition focused on smart factories, flexible manufacturing, and collaborative scenarios for supply chains, using VR, AR and other technologies, instead of the traditional static display for tires, and bringing the integration of technologies

and future scenarios to life, so that “high-end” products could be visualized as highlights to be seen, remembered, and popularized. Third, encouraging the launch of products with innovative technologies. Over 70% exhibitors brought over three new technologies and products to the exhibition. The exhibitors launched memory rubber tires, high-end new energy EV tires and quiet and comfortable tires. With the world's first-class performance, the products attracted the attention of the industry. Fourth, pooling strength for close collaboration between enterprises, universities and research institutes. For the first time, the exhibition set up an exhibition area for institutions of higher learning. By working with Qingdao University of Science and Technology, Shandong University of Technology and other universities and colleges, the exhibition displayed cutting-edge technologies of R&D teams, further opened up the path of application from laboratory to production lines and then to market, and promoted the commercialization of scientific outcomes from laboratory to production line.

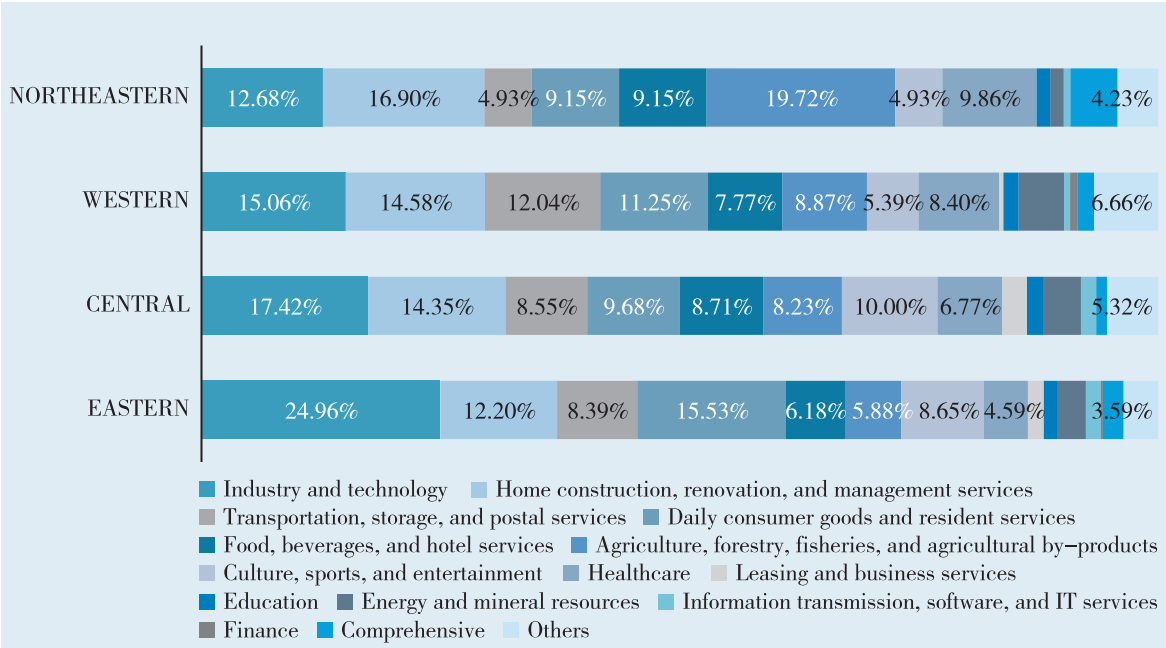
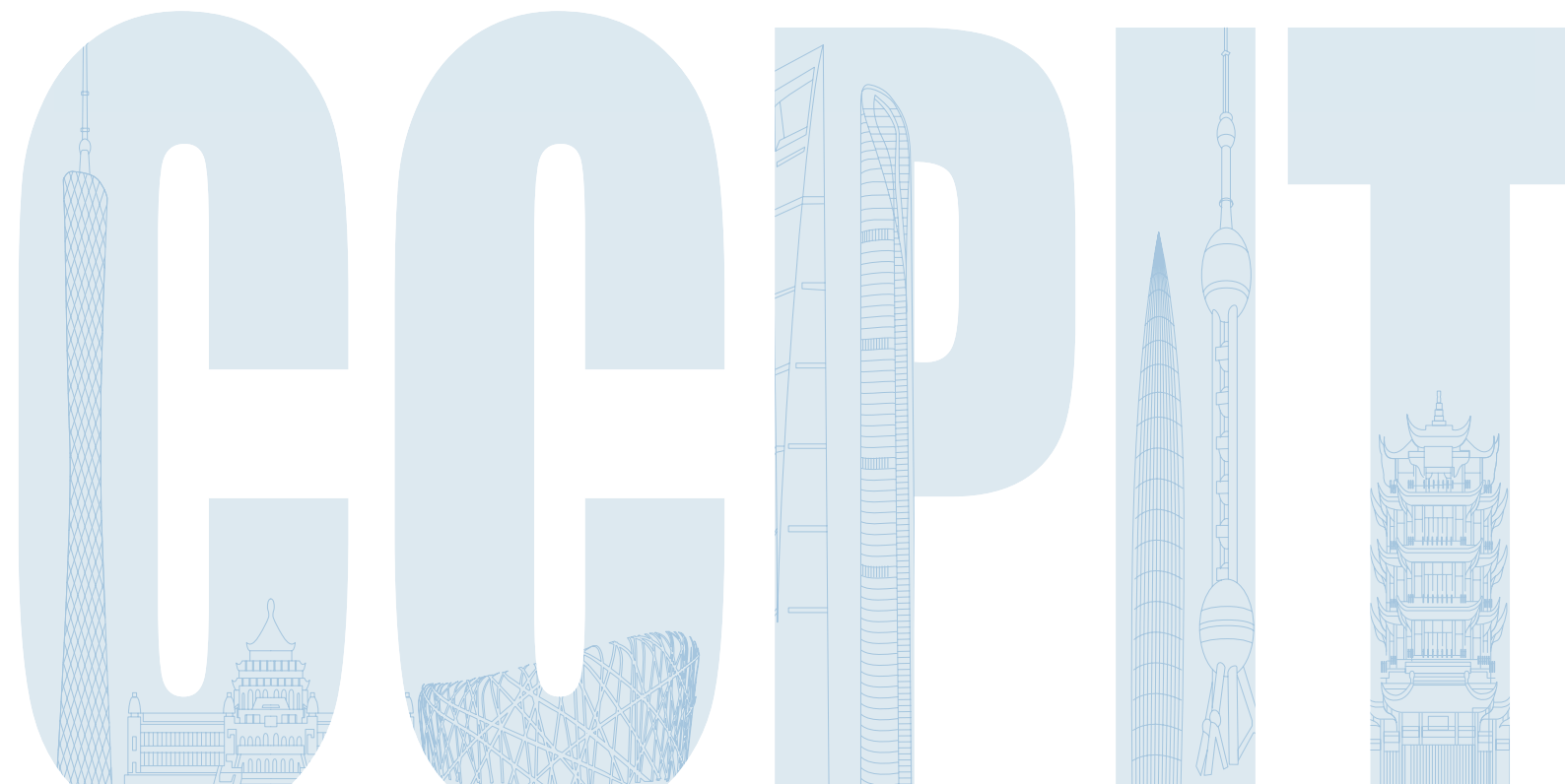


Figure 2-12 Sectoral Breakdown of Economic and Trade Exhibitions by Region in 2025

Source: CCPIT.

Chapter 3

Analysis of China's Overseas Exhibition in 2025

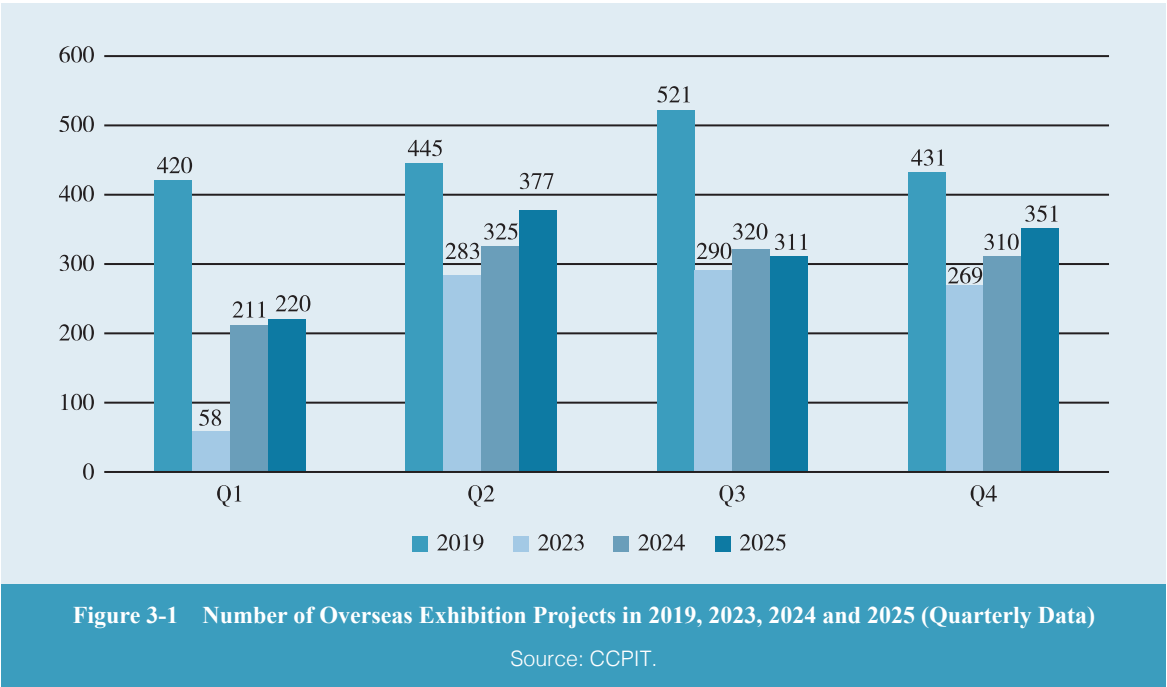


The approval and management of economic and trade exhibitions organized abroad are important duties entrusted to CCPIT by the State Council. The overseas exhibition data for 2025 in this chapter comes from CCPIT’s approval and management system for exhibitions, covering all projects on overseas exhibition organized and participated by exhibition organizers around the country in 2025.

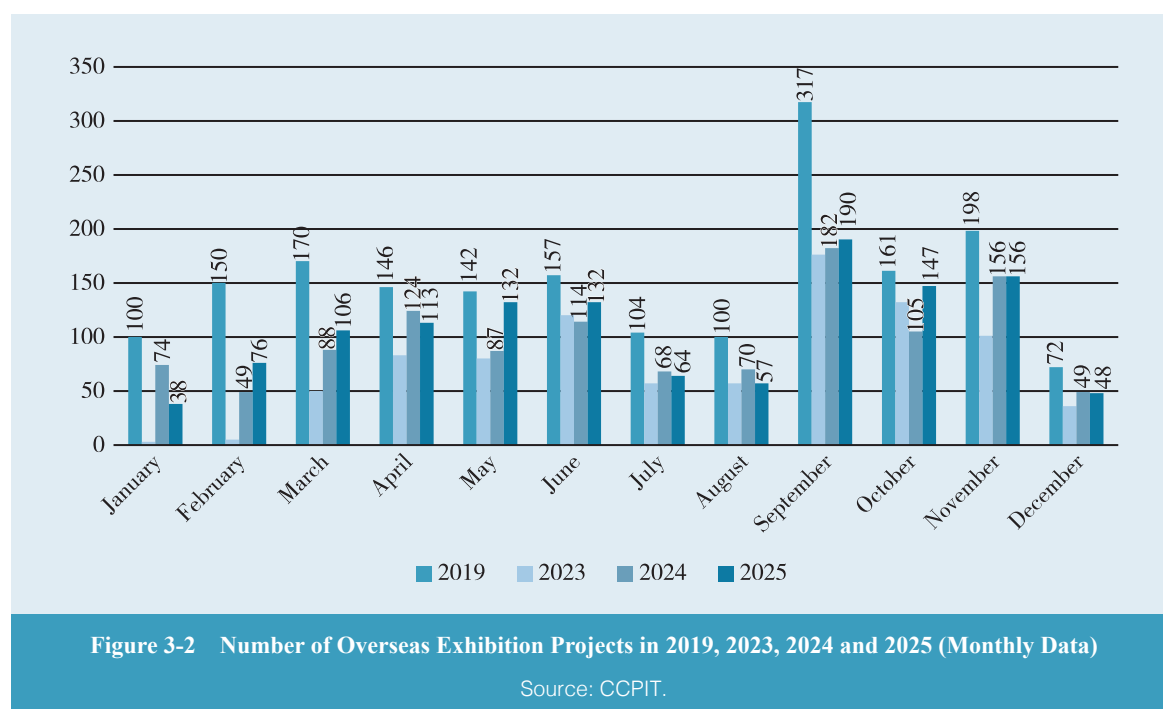
I. Continued growth in the number of overseas exhibitions

In 2025, CCPIT approved 1,652 overseas exhibition projects planned for the year, with 1,259 implemented in practice, increasing by 6.58 percent and 7.98 percent respectively year-on-year. Among them, 70 organizers participated in 1,156 overseas exhibitions and organized 103 exhibitions abroad in 57 countries and regions. 47,700 businesses participated in such exhibitions, with a total area of 683,800 square meters, down by 4.7 percent and 2.88 percent respectively year-on-year.

Based on quarterly data, the number of overseas exhibition projects in the second quarter increased by 16 percent year-on-year, presenting the best performance. It increased



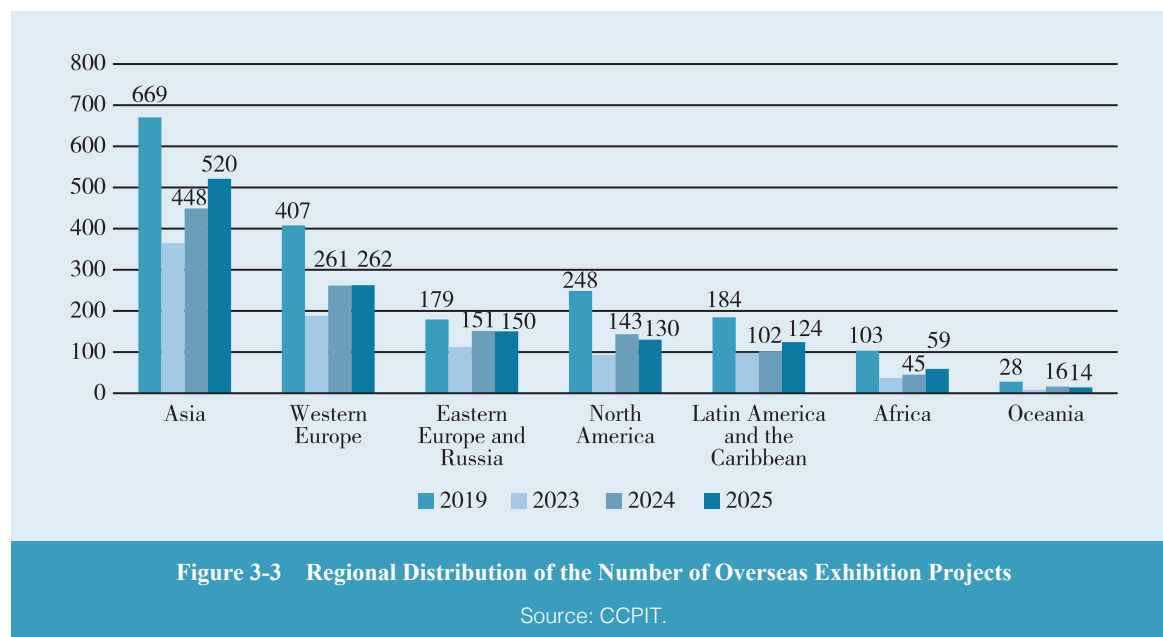
by 4.27 percent and 13.23 percent respectively in the first and fourth quarters, while decreased by 2.81 percent year-on-year in the third quarter. Based on the monthly data, September (190 events) and November (156 events) were the peak times with the most overseas exhibitions, while overseas exhibitions in January (38 events) and December (48 events) were relatively fewer.



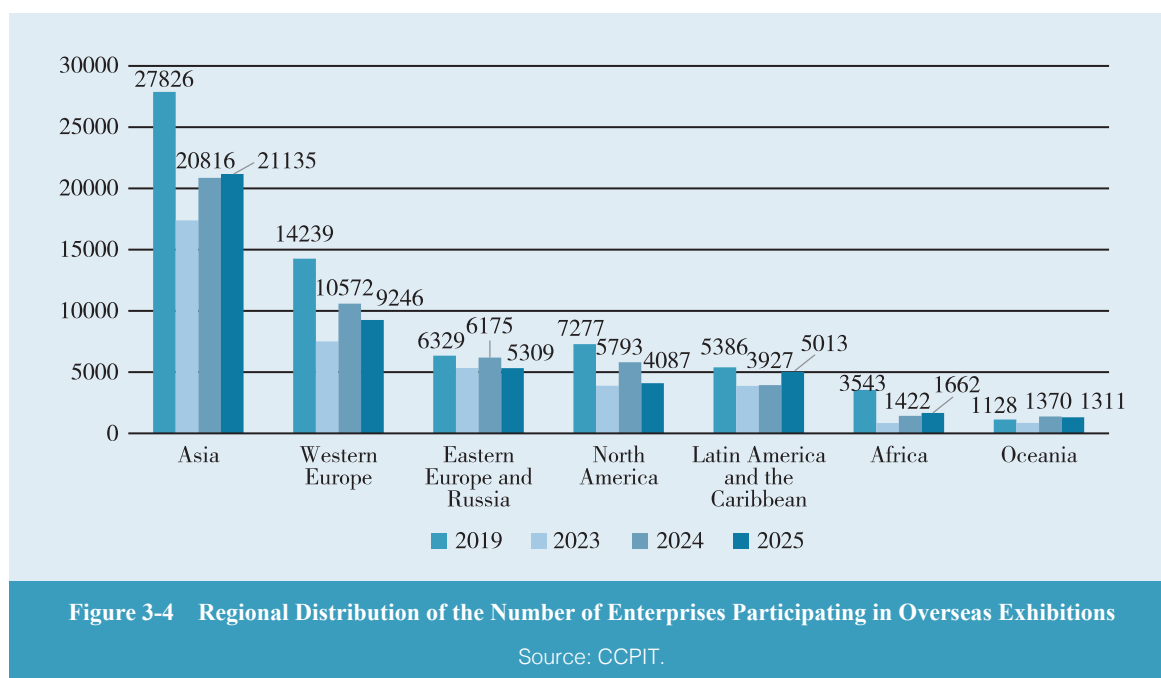
II. The numbers of projects in Asia, Latin America and Africa increased significantly

In 2025, China's overseas exhibition projects were mainly found in Asia and Western Europe. In breakdown, there were 520 projects in Asia, up 16.07 percent year-on-year, accounting for 41.3 percent of the total, up 2.88 percentage points from 2024. It is worth noting that exhibitions in Africa (59 events) enjoyed the fastest growth, with a year-on-year increase of 31.11 percent. They were followed by Latin America and Caribbean (124 events), up 21.57 percent. In contrast, the share of European and American markets

declined. The share of Western Europe (262 events) decreased from 22.38 percent to 20.81 percent and the share of North America (130 events) dropped from 12.26 percent to 10.33 percent.

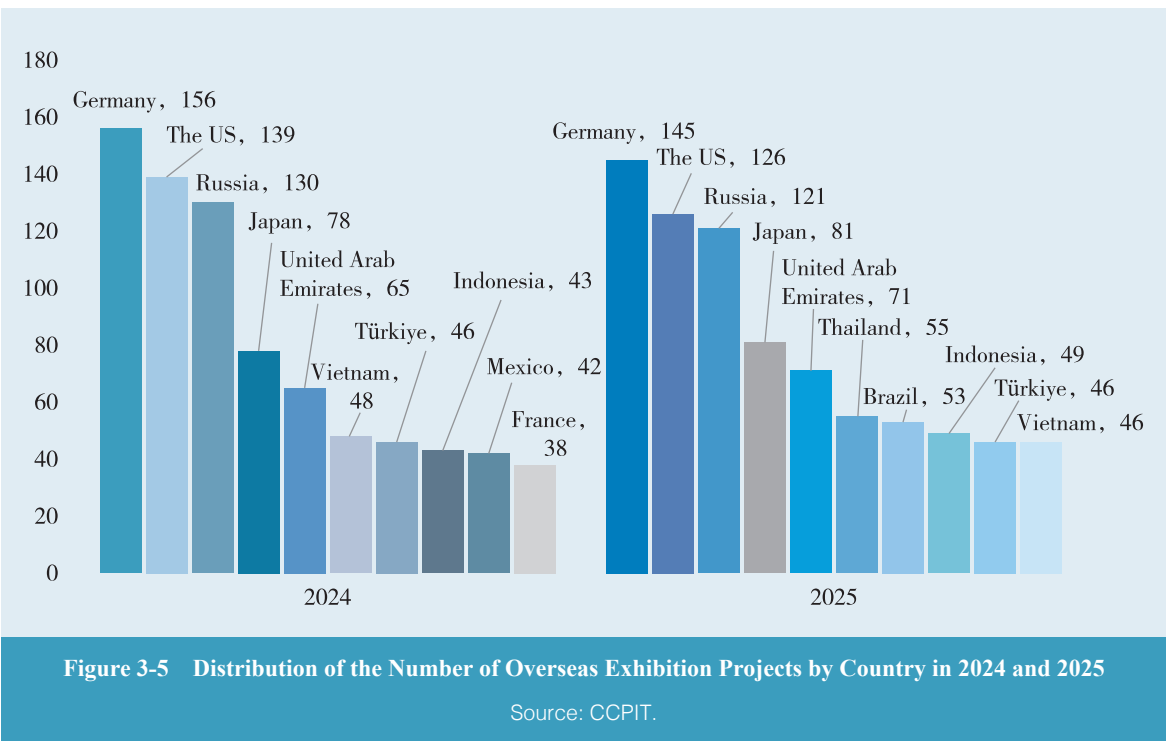


In 2025, Asia and Western Europe were the main hosts for overseas exhibitions joined by Chinese businesses. In 2025, 21,135 exhibitors participated in Asian exhibitions, or 44.25 percent of all exhibitors from China in that year, up 1.53 percent year-on-year. The number of businesses participated in exhibitions in Western Europe (9,246, 19.36 percent), Eastern Europe and Russia (5,309, 11.12 percent), North America (4,087, 8.56 percent) and Oceania (1,311, 2.74 percent) decreased by 12.54 percent, 14.02 percent, 29.45 percent and 4.31 percent year-on-year respectively, with the largest drop from North America. In addition, Latin America and the Caribbean and Africa were the top performers, as their number of exhibitors increased by 27.65 percent and 16.88 percent respectively.



III. Germany, the United States and Russia remained the top three hosts of overseas exhibitions.

Based on the distribution of overseas exhibition projects, in 2025, the top ten countries ranked by the number of overseas exhibition projects were Germany (145 projects, same below), the United States (126), Russia (121), Japan (81), United Arab Emirates (71), Thailand (55), Brazil(53), Indonesia(49), Türkiye (46) and Vietnam (46). Altogether they hosted 793 such exhibitions, or 62.99 percent of China's total overseas exhibitions. To be more specific, concerning the number of projects, Germany, the United States and Russia remained as the top three, albeit with a decrease for them all compared with 2024, down by 7.05 percent, 9.35 percent and 6.92 percent respectively. Japan and the United Arab Emirates ranked the fourth and fifth respectively based on the number of projects, with an increase of 3.85 percent and 9.23 percent respectively. In addition, Thailand and Brazil notably advanced in their rankings, both rising 5 places.



MEDICA 2025 provides a platform for Chinese products to access European and global markets

From November 17 to 20, MEDICA 2025, the international trade fair for healthcare equipment and devices was held at the Düsseldorf International Trade Fair Center in Germany. As one of the world’s largest and most influential comprehensive medical equipment exhibitions, it focused on showcasing products and services in areas such as medical devices, digital health, laboratory diagnostics, physical therapy and orthopedics, as well as medical consumables.

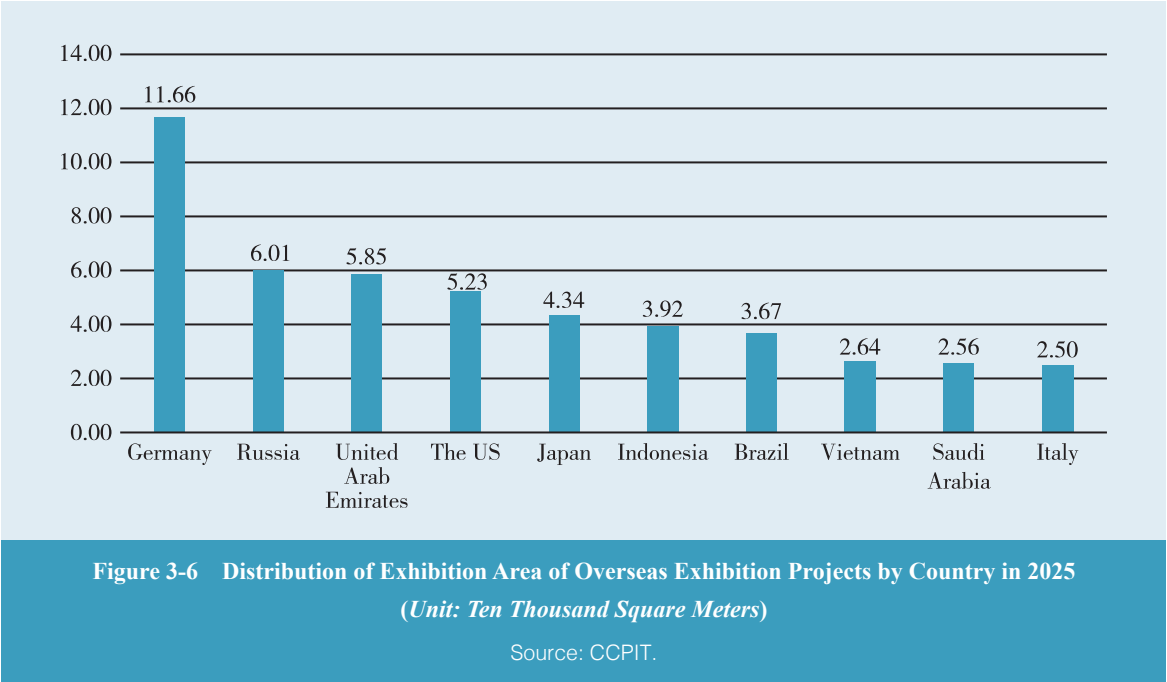
This session of the exhibition attracted over 5,300 exhibitors from

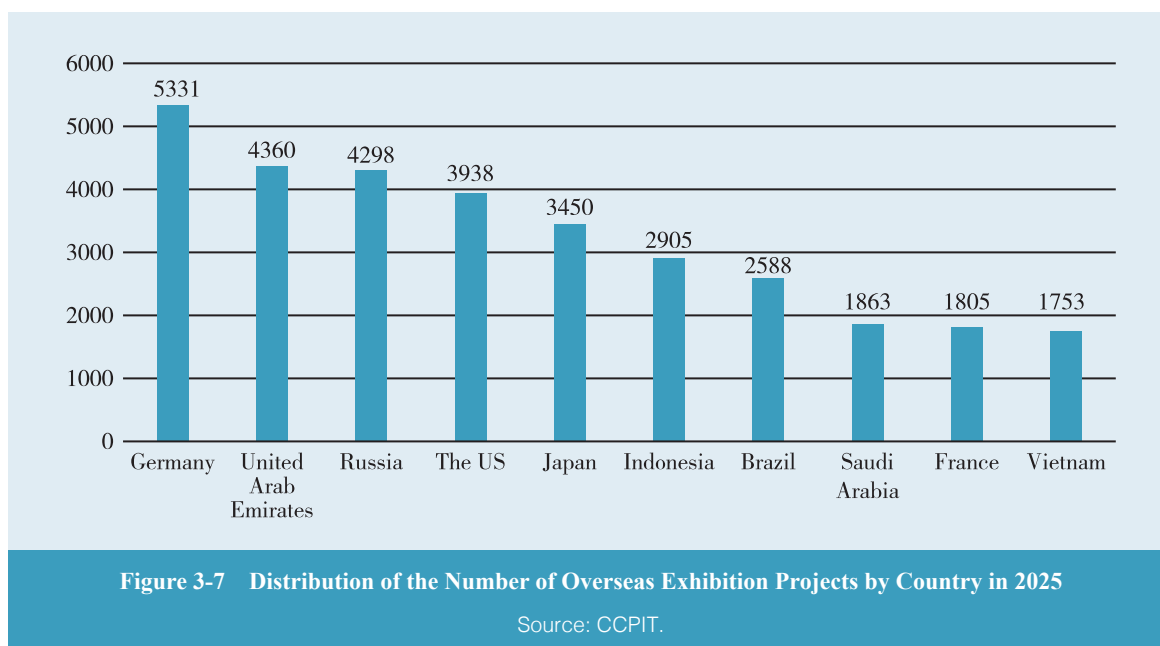
approximately 70 countries and regions. More than 1,300 Chinese enterprises participated with their innovative products and services, making China the largest exhibitor country at the event. Their offerings spanned multiple specialized fields, including cardiovascular and cerebrovascular intervention, medical protection, minimally invasive surgery, ultrasound diagnostics, laser medicine, and cancer screening. The exhibits from Chinese companies comprehensively demonstrated the achievements of China's medical device industry across the entire industrial chain, from basic consumables to high-end equipment, and from traditional manufacturing to intelligent innovation, earning high recognition from all parties at the exhibition. According to data from the CCPIT exhibition approval management system, both the number of clients received and the number of negotiation projects conducted by Chinese enterprises at this session more than doubled compared to the previous one.

Currently, global demand for medical devices continues to evolve, with an increasingly urgent need for high-end, intelligent, and eco-friendly medical products. As a major producer and exporter of medical devices, China enjoys significant advantages in technological innovation, production capacity, and comprehensive industrial chain capability. In recent years, China has accelerated the international expansion of its medical industry. The European market, being a core consumer market for high-end medical devices globally, serves as a crucial target for Chinese medical device companies seeking to expand overseas. With deepening cooperation between the Chinese and European medical industries, MEDICA 2025 has provided a platform for Chinese enterprises to connect with European and global market resources, showcase their innovative achievements, and enhance their brand influence in the world.

Based on the area of overseas exhibition projects, the top ten countries ranked by the area of overseas exhibition projects accounted for 70.74 percent of the total area. To be more specific, the top ten countries and their respective areas were: Germany (116,600 square meters), Russia (60,100 square meters), United Arab Emirates(58,500 square meters), United States (52,300 square meters), Japan (43,400 square meters), Indonesia (39,200 square meters), Brazil (36,700 square meters), Vietnam(26,400 square meters), Saudi Arabia (25,600 square meters) and Italy (25,000 square meters). The United States dropped from the second in 2024 to the fourth place, with a sharp decrease of 28.36 percent in exhibition area.

Based on the numbers of businesses joining overseas exhibitions, the number of exhibitors visiting the top ten countries accounted for 67.61 percent of the total. To be more specific, the top ten countries and the number of their exhibitors were: Germany (5,331), United Arab Emirates (4,360), Russia (4,298), United States (3,938), Japan (3,450), Indonesia (2,905), Brazil (2,588), Saudi Arabia (1,863), France (1,805) and Vietnam (1,753).





IV. Increase in numbers of both professional exhibition projects and businesses

Based on the number of overseas exhibition projects in various industries, machinery, transportation and logistics, and textile, clothing and leather products were the top three industries. Among them, the machinery industry was the top performer, as its number of projects increased from 168 to 197, raising its share to 15.65 percent. The number of projects in transportation and logistics, and textile, clothing and leather products increased to 150 and 114 respectively, or 11.91 percent and 9.05 percent of the total.

Consumer goods, hardware tools and other industries close to the end market became significantly more popular. To be more specific, the number of projects on consumer goods increased significantly from 60 in 2024 to 91, raising its ranking from the seventh to fourth. The number of projects on hardware tools increased from 65 to 83, raising its ranking from the sixth to fifth. In addition, it is worth noting that energy and minerals became a new highlight, ranking among top ten instead of the previous twelfth position.

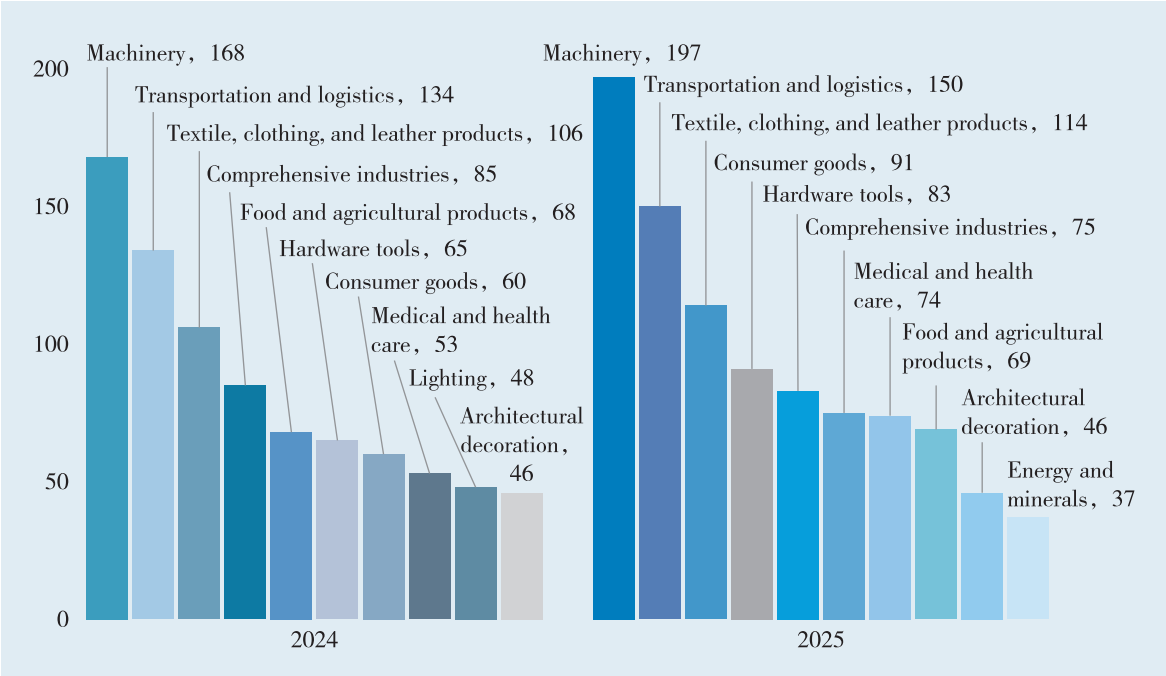


Figure 3-8 Distribution of the Top Ten Industry Sectors by Number of Overseas Exhibition Projects in 2024 and 2025

Source: CCPIT.



Box 3-2

The 2025 Indonesia Coal & Energy Expo (ICEE) built a new bridge for technology exchanges and trade and economic cooperation between China and Indonesia's energy industry

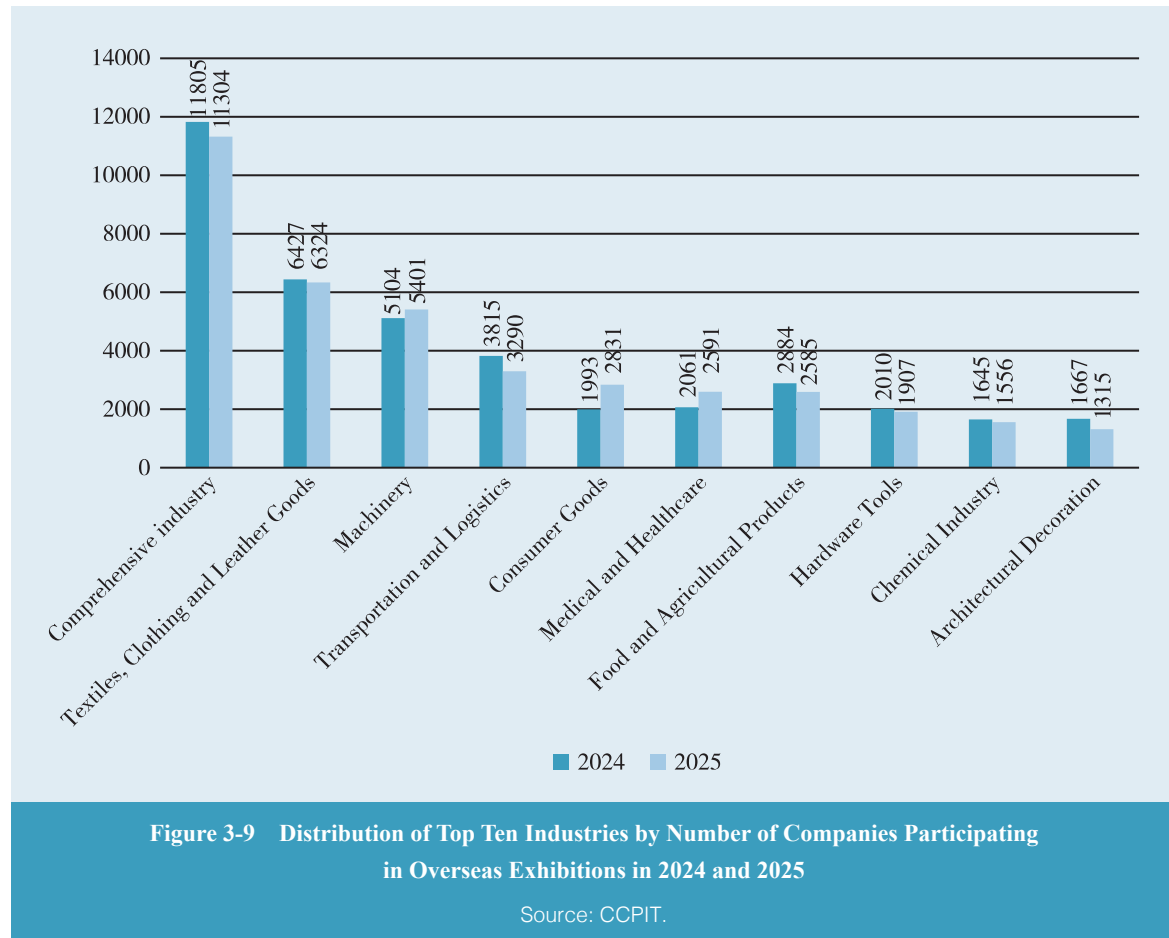
From May 15 to 17, 2025, the 2025 Indonesia Coal & Energy Expo (ICEE) was held in Indonesia. The ICEE was organized by the Indonesian Coal Mining Association, the Association of Indonesian Mining Services, Energy Industry Research Institute of the China Institute for Innovation and Development Strategy (CIIDS) and Shixin International Exhibition Group. With the theme of “New Development of Energy, New Future of Cooperation” and focusing on

the high-end, diversified and low-carbon development trends, the ICEE aimed to create Indonesia's first exhibition in coal energy through the entire industrial chain and build a professional and efficient service platform integrating exhibition and exchanges, matchmaking, procurement trade and international cooperation for global transformation of coal energy.

With an area of 15,000 square meters, the exhibition covered open-pit mining equipment and technology, underground mining equipment and technology, coal processing and utilization equipment and technology, mining service and engineering, green mining equipment and technology, new energy equipment and technology and other fields. It attracted over 120 well-known global energy enterprises, including Adaro Energy, Bumi Resources and Bukit Asam, as well as XCMG, CRRC Datong, Xuzhou Mining Business Group, Zhengzhou Coal Mining Machinery Group and Dongfeng Motor. From traditional coal mining, processing and utilization technologies to a system of intelligent equipment for green mining, to integrated solutions on renewable energy, the exhibition gave an all-round and systematic presentation of the innovative practice, achievement and trend of development in the global coal and energy sector. The exhibition attracted three business giants of Indonesian coal and mining, top 100 coal merchants and leading service providers for consultation and procurement, setting up a professional and efficient platform for exhibition, exchanges and cooperation for Indonesia, Southeast Asia and even the global energy transformation.

Based on the number of enterprises going abroad for exhibitions in various industries, the top ten categories of industries among overseas exhibitions were comprehensive industries (11,304, 23.67 percent), textile, clothing, and leather products (6,324, 13.24 percent), machinery (5,401, 11.31 percent), transportation and logistics (3,290, 6.89 percent), consumer goods (2,831, 5.93 percent), medical and health care (2,591, 5.42 percent), food and agricultural products (2,585, 5.41 percent), hardware tools (1,907, 3.99 percent), chemical

industry (1,556, 3.26 percent), and architectural decoration (1,315, 2.75 percent). The top ten industries fell into the same categories as 2024. Among them, the rankings of consumer goods, medical and health care, and chemical industry all rose by one place.



Based on the number of overseas exhibition projects on various industries by country, businesses focused on different industries when participating in or hosting overseas exhibitions in various countries. Among them, the exhibitions on machinery and hardware tools were usually found in Germany, the United States, Russia and Mexico. Textile, clothing, consumer goods and other industries for end products focused on consumer markets, such as the United States, Japan and Europe, as well as markets with demographic dividend, such as Vietnam and Indonesia. Transportation and logistics, and architectural decoration usually favored Türkiye, Kazakhstan, United Arab Emirates and other regional logistics hubs, or countries with strong

demand for infrastructure. Technology-intensive industries, such as medical and health care and ICT, would prioritize Germany, the United States, Japan and other technologically advanced countries.



The 2025 China-Central Asia (Uzbekistan) Trade Exhibition advanced pragmatic cooperation on cutting-edge technologies between China and Uzbekistan

From September 16 to 18, 2025, the 2025 China-Central Asia (Uzbekistan) Trade Exhibition organized by CCPIT was held at the Tashkent International Exhibition Center. The exhibition focused on cutting-edge fields such as the digital economy, green energy, and intelligent manufacturing, aiming to deepen the comprehensive strategic partnership between China and Uzbekistan. Through high-level presentations and in-depth dialogues, the event sought to advance pragmatic trade and economic cooperation between the two countries.

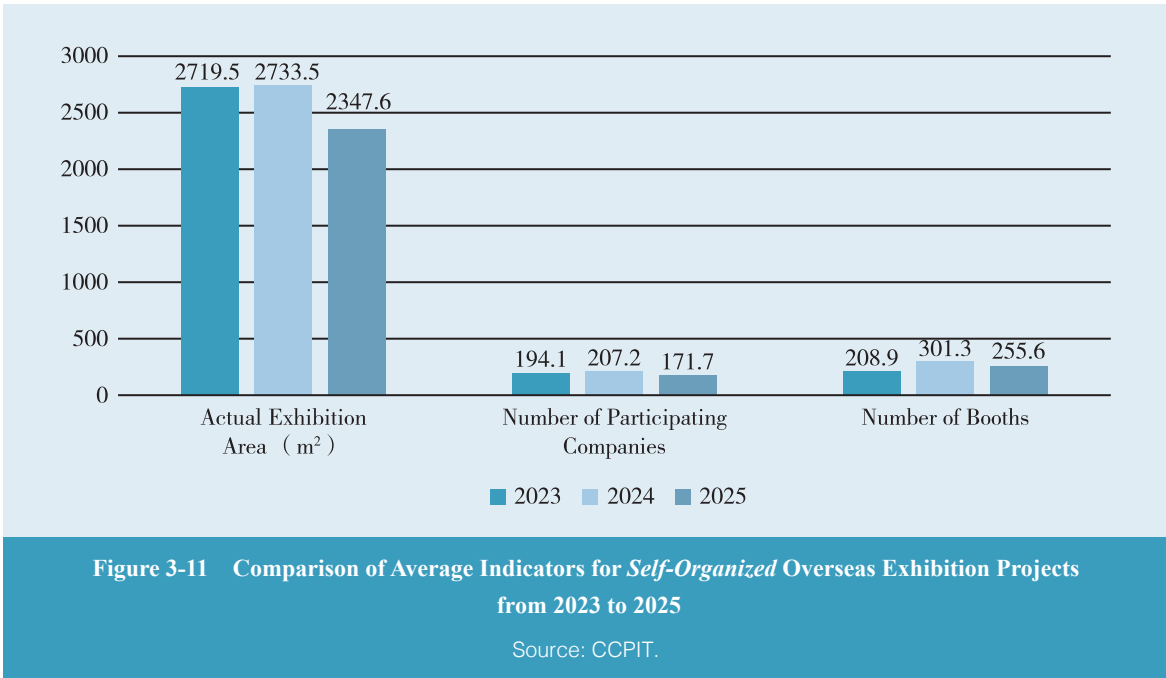
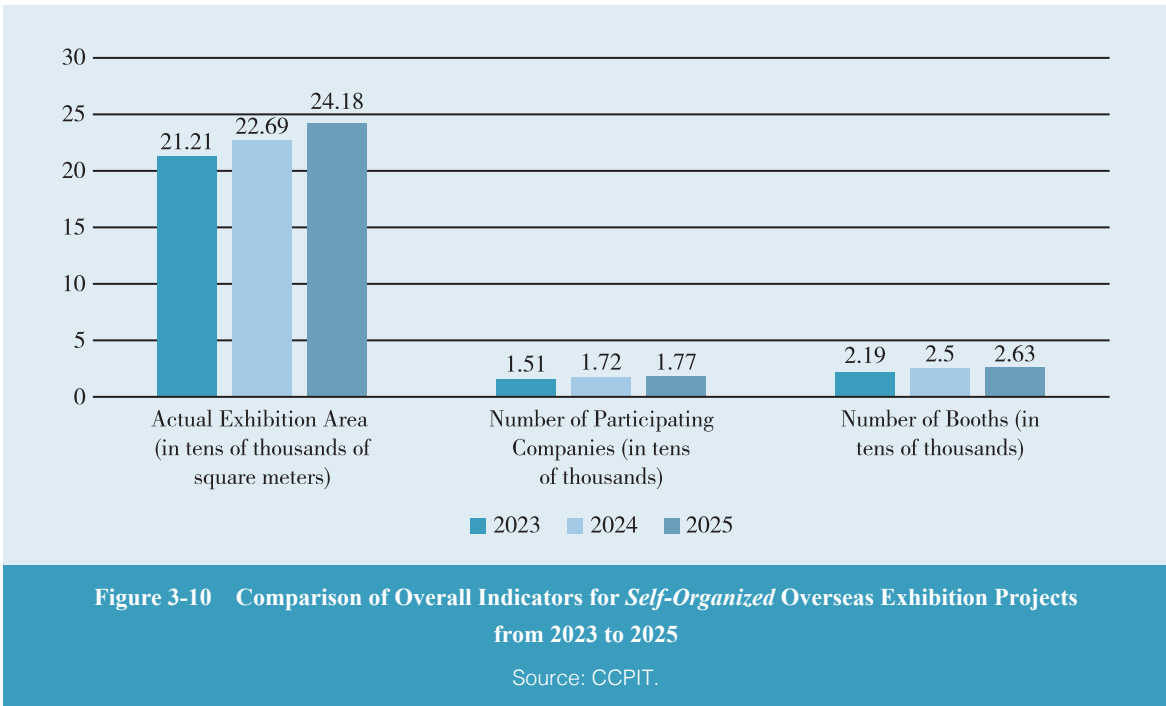
The exhibition brought together nearly 200 leading enterprises in China and high-quality products, including the plan for smart homes by GREE, and the ultra-clear display technologies of Hisense, both leading businesses in the industry, as well as top players in market segments, such as the new energy forklift truck of Zhejiang Hangcha Group, and the Bionic Robot of DEEP Robotics, forming a strong lineup of exhibitors. In addition, the main players in innovation, such as high-tech businesses and their own brands, participated with cutting-edge technological achievements. The exhibition had six professional exhibition areas, including intelligent manufacturing, green

energy and digital trade, and an exhibition area presenting national image, with a total exhibition area of 4,800 square meters. The exhibits were rich in variety, covering many hot topics, showing the remarkable achievements of Chinese businesses in technological innovation and industrial upgrading in an all-round way, and highlighting the real impact of the high-end and green transformation of China's industrial chains.

During the exhibition, the China-Uzbekistan Trade and Investment Forum was held, gathering leaders of the two countries, representatives of business associations and chambers of commerce and business leaders for in-depth dialogue. At the matchmaking meeting for brands, nearly 100 procurement needs were published on the spot. The meeting carefully matched the popular trends in China-Uzbekistan trade and helped to build a long-term cooperation mechanism.

V. Substantial increase in the turnover of self-organized exhibitions overseas

In 2025, CCPIT approved and implemented a total of 103 self-organized overseas exhibition projects, 4 projects more than that of 2024, accounting for 8.18 percent of the total. Among them, the total exhibition area in practice under the exhibition projects approved and implemented was 241,800 square meters, with a total of 17,700 participating businesses and 26,300 booths, increasing by 6.58 percent, 2.84 percent, and 5.28 percent respectively year-on-year. Based on the average data per event, in 2025, on average, the exhibition area per overseas exhibition was 2,347.6 square meters, with 171.7 exhibitors and 255.6 booths, down by 14.12 percent, 17.14 percent and 15.16 percent respectively. However, it is worth noting that, in 2025, the actual turnover of exhibitions organized overseas substantially increased by 19.09 percent, and the average turnover per event increased by 14.16 percent year-on-year.



VI. Increasing market concentration for exhibition organizers

In 2025, with the approval of CCPIT, 70 exhibition organizers arranged exhibitions

overseas, with an average of 18 projects per organizer.

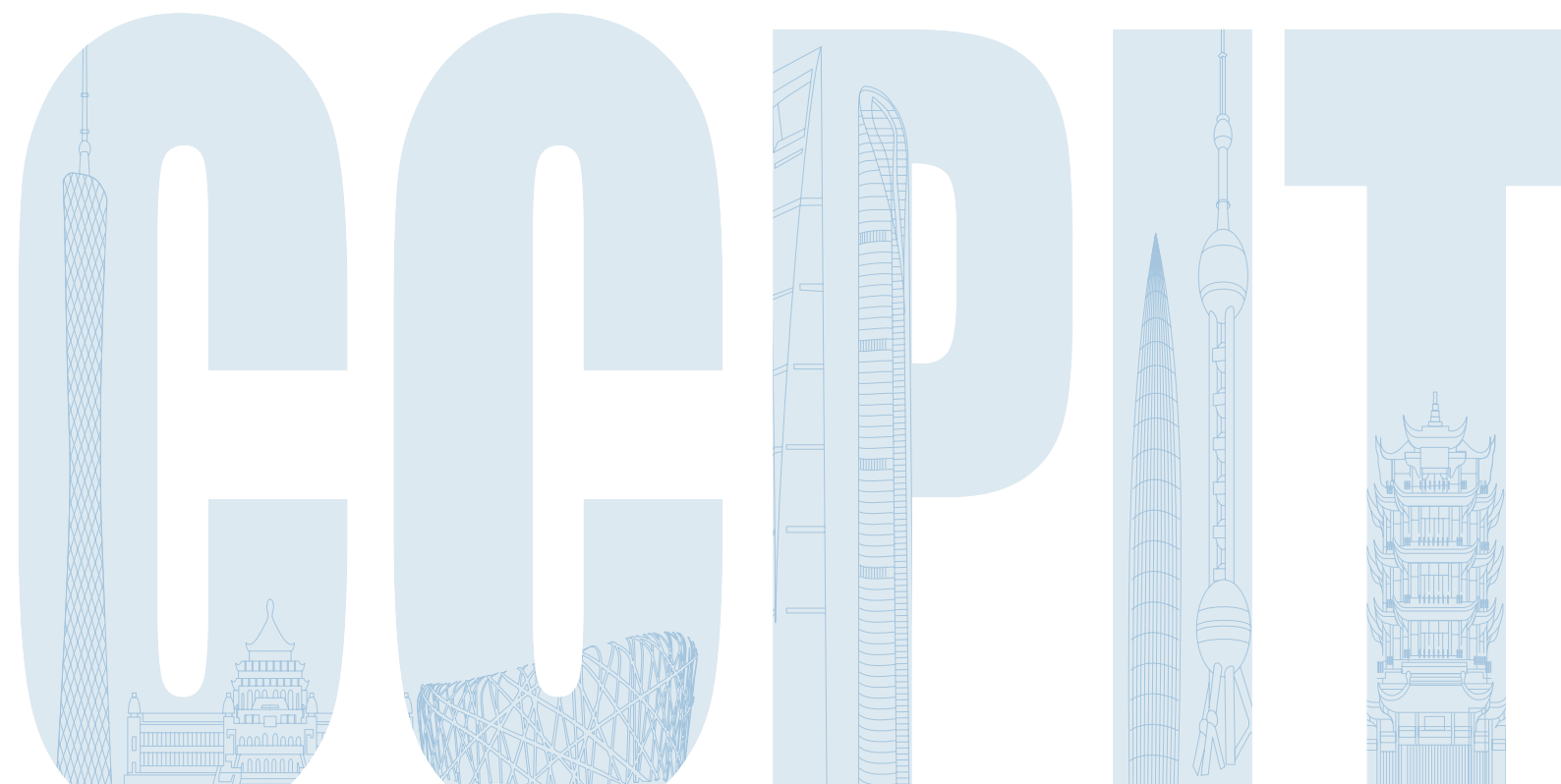
Based on the number of exhibitions organized, the top ten exhibition organizers had a total of 768 projects in 2025, with a year-on-year increase of 10.34 percent, accounting for 61 percent of the total. The top five exhibition organizers were Zhejiang Broad International Convention & Exhibition Co., Ltd. (156 projects, 12.39 percent), Shanghai International Exhibition (Group) Co., Ltd. (111 projects, 8.82 percent), CMEC International Exhibition Co., Ltd. (82 projects, 6.51 percent), CCPIT Shanghai Pudong Sub-council (74 projects, 5.88 percent), and China Chamber of Commerce for Import and Export of Machinery and Electronic Products (73 projects, 5.8 percent).

Based on the number of participating businesses, the top ten exhibition organizers served 29,900 enterprises in 2025, down by 3.37 percent year-on-year, with a share of 62.69 percent. The top five organizers were Zhejiang Meorient Business Exhibition Co., Ltd. (7,672 enterprises, 16.06 percent), Zhejiang Broad International Convention & Exhibition Co., Ltd. (4,726 enterprises, 9.89 percent), China Chamber of Commerce for Import and Export of Machinery and Electronic Products (2,711 enterprises, 5.68 percent), CCPIT Textile Industry Sub-council (2,419 enterprises, 5.06 percent), and China Chamber of Commerce for Import and Export of Medicines and Health Products (2,243 enterprises, 4.7 percent).

Based on the exhibition space, the exhibition space for the top ten organizers reached 437,600 square meters in 2025, basically the same as that of 2024 (439,000 square meters), accounting for 64 percent of the total. The top five organizers were Zhejiang Meorient Business Exhibition Co., Ltd. (106,400 square meters, 15.56 percent), Zhejiang Broad International Convention & Exhibition Co., Ltd. (72,200 square meters, 10.56 percent), China International Exhibition Center Group Co., Ltd. (43,900 square meters, 6.42 percent), China Chamber of Commerce for Import and Export of Machinery and Electronic Products (43,500 square meters, 6.36 percent) and CCPIT Textile Industry Sub-council (35,300 square meters, 5.17 percent).

Chapter 4

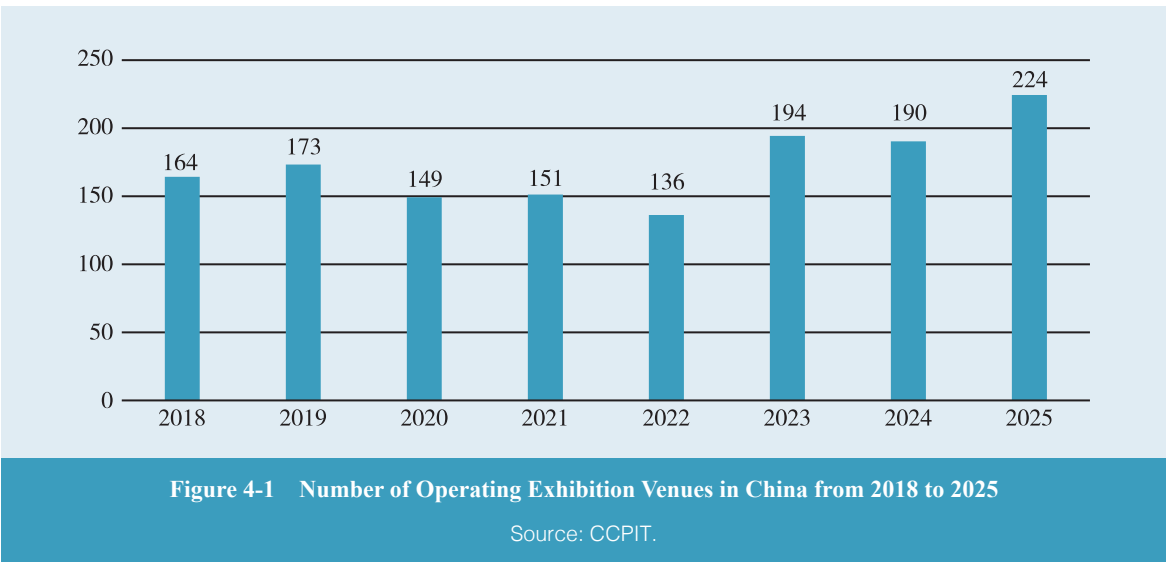
Analysis of China's Exhibition Venue Market in 2025



Exhibition venues are the core carrier of the development of the exhibition industry, with the physical facilities and operation management standards directly affecting the scale, level and influence of the exhibitions. In recent years, all parts of China have accelerated the construction of exhibition venues, significantly increasing the exhibition area of new exhibition venues. Modern exhibition facilities have provided a strong guarantee for international and large-scale exhibitions and injected strong momentum into the high-quality development of the exhibition industry.

I. The number of exhibition venues in operation has increased significantly

From the exhibition venues whose exhibition information has been collected, this report selects professional exhibition venues that held more than two economic and trade exhibitions in 2025 as the subject of analysis of China's exhibition venue market, which are exhibition venues in operation in 2025. The number of exhibition venues actually operating in China in 2025 was 224, a substantial increase of 17.89% compared with 190 in 2024, and the scale of the exhibition venue market continued to expand.



II. The number of exhibition venues with an exhibition area of less than 100,000 square meters has increased significantly

From the year's total exhibition area of the exhibition venues, 21 exhibition venues in China registered a total exhibition area ranging between 600,000 and 1 million square meters in 2025, 10 more than last year, with an increase of 90%. The rapid expansion of this group was an important highlight of the exhibition venue market in 2025. There were 32 exhibition venues with an exhibition area of more than 1 million square meters, accounting for 14.29%, down 7.71 percentage points from the previous year; 18 exhibition venues with an exhibition area of 300,000-600,000 square meters (600,000 square meters excluded), accounting for 8.04%, down 3.06 percentage points from the previous year; 17 exhibition venues with an exhibition area of 100,000-300,000 square meters (300,000 square meters excluded), accounting for 7.59%, down 18.01 percentage points from the previous year; and 136 exhibition venues with an exhibition area of less than 100,000 square meters, accounting for 60.71%, an increase of 28.71 percentage points over the previous year.

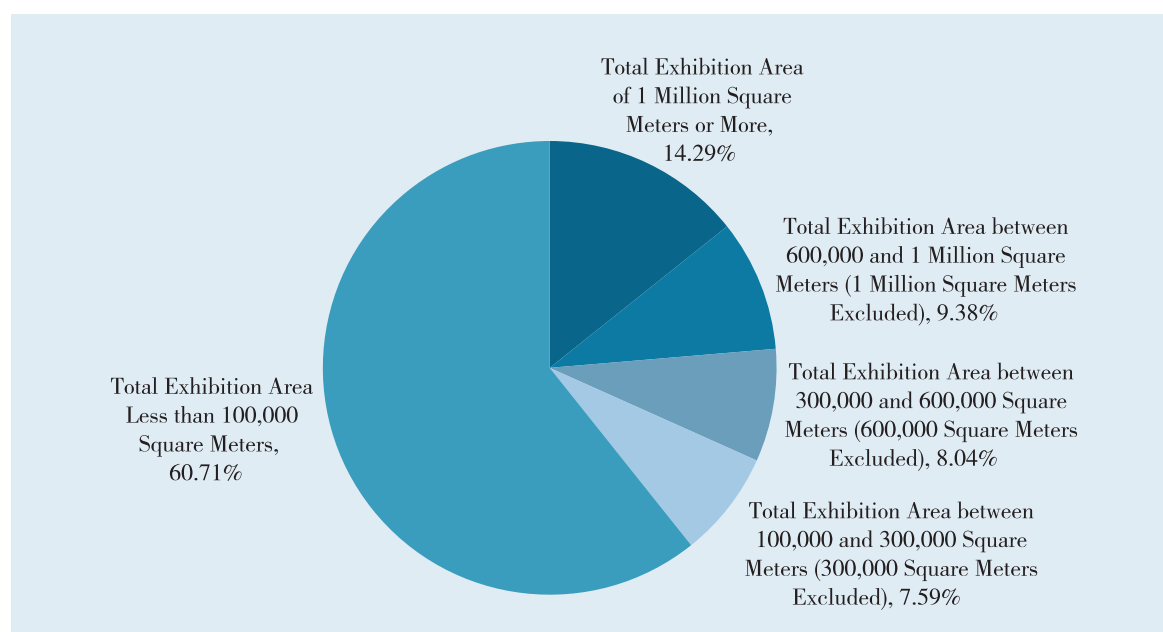
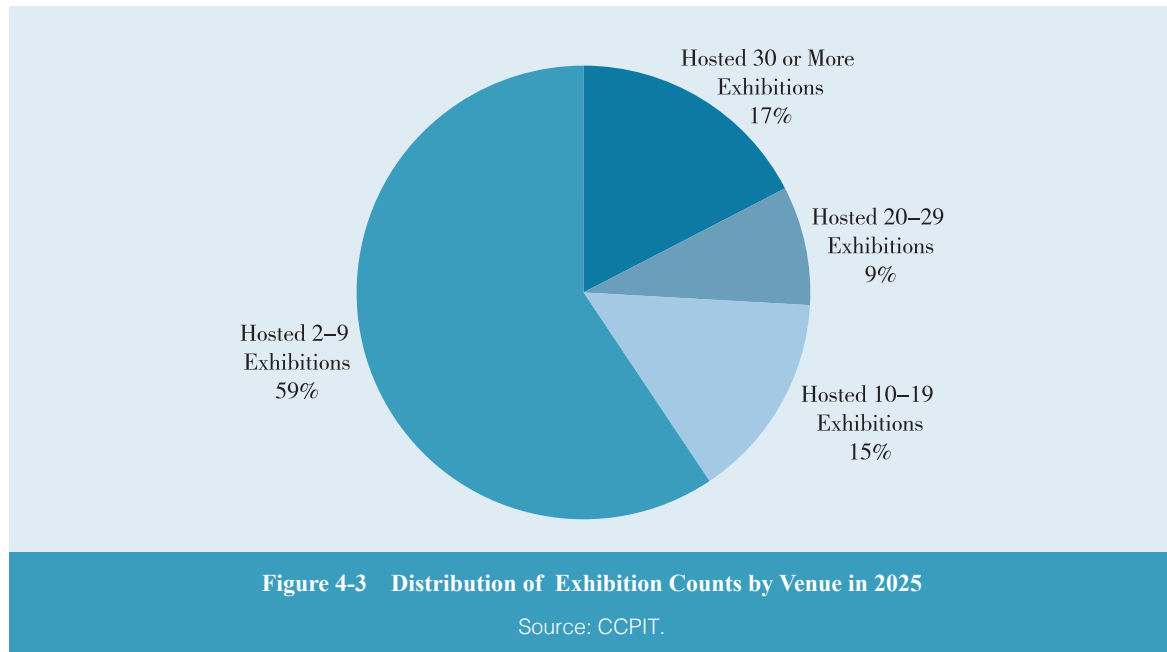


Figure 4-2 Distribution of Exhibition Area at Exhibition Venues Nationwide in 2025

Source: CCPIT.

From the number of exhibitions held, in 2025, 39 exhibition venues held 30 or more exhibitions, accounting for 17.41%; 19 exhibition venues held 20-29 exhibitions, 33 exhibition venues held 10-19 exhibitions, and 133 exhibition venues held 2-9 exhibitions.



III. Exhibition venues focus on green and digital transformation

Driven by the wave of global energy transition and digitalization, China's exhibition venue market is accelerating the pace of green and digital transformation and upgrade. Greening not only helps to reduce energy consumption and environmental pollution, but also enhances the social image and market competitiveness of the exhibition venue, while digitalization can improve the display effect and audience experience of the exhibition venue and promote the innovative development of the exhibition venue industry through advanced information technology.

Policy documents and industry standards have been introduced at the national level to support the green and digital transformation and upgrade of exhibition venues. In terms of

greening, the State Council issued the Guiding Opinions on Accelerating the Establishment and Improvement of a Green and Low-carbon Circular Development Economic System¹, which spelt out the need to promote the green development of the convention and exhibition industry, guide the formulation of industry-related green standards, and promote the recycling of exhibition facilities. In June 2025, the State Administration of Market Supervision issued the Guidelines for the Evaluation of Green Venues in Public Institutions (GB/T 45840-2025)², outlining for the first time a national-level green evaluation framework for exhibition venues, including five categories of indicators such as energy conservation and utilization and resource conservation and utilization. In August 2025, the Ministry of Commerce released the Green Exhibition Venue standard (SB/T 11255-2025), which was implemented in January 2026, specifying the requirements for green planning and energy-saving management of exhibition venues³. In terms of digitalization, the Action Plan for the Integration of Virtual Reality and Industrial Applications (2022-2026) jointly issued by the Ministry of Industry and Information Technology and four other departments identified VR/AR, among other technologies as priority directions in the exhibition field.

As an important part of the exhibition industry, exhibition venues have actively responded to the call of national policies and accelerated the pace of green transformation. They have adopted photovoltaic power generation, rainwater recovery, energy consumption monitoring and other technologies to realize energy self-sufficiency and recycling of resources, reducing operating costs and improving economic and environmental benefits. The National Convention and Exhibition Center (Tianjin) has adopted more than 100 low-carbon, energy-saving and environmental-friendly technologies such as prefabricated buildings, ground-source heat pumps and photovoltaic solar energy, which can reduce carbon dioxide emissions by about 10,000 tons annually. The 2025 Summer Davos Forum

1 Source: Official website of the Government of China, https://www.gov.cn/zhengce/content/2021-02/22/content_5588274.htm?5xyFrom=site-NT.

2 Source: National System for Open Full-text Standards, <https://openstd.samr.gov.cn/bzgk/gb/newGbInfo?hcno=FEFE94810D2E301D6DC7BB8288700FF0>.

3 Source: National Public Service Platform for Standard Information, <https://std.samr.gov.cn/hb/search/stdHBDetailed?id=3D7E3C2DDA1C83EFE06397BE0A0AB5BB>.

held in the National Convention and Exhibition Center (Tianjin) achieved 100% green power supply through green certificate trading. This is the first fully green-powered Davos Forum enabled by procuring Green Electricity Certificates¹. In August 2025, Anji International Convention and Exhibition Center in Anji, Zhejiang Province was put into operation. More than 100 green energy-saving technologies, such as photovoltaic glass, ground source heat pump, rainwater recovery and energy consumption monitoring, were comprehensively applied in the construction of the exhibition venue, and smart construction methods, such as BIM (Building Information Model) modeling, 3D scanning and assembly construction, were combined to create a low-carbon, efficient and sustainable green building model throughout the process.

As the core engine of the digital upgrade of exhibition venues, artificial intelligence technology is reconstructing the spatial form and service logic of exhibition venues from three dimensions, namely, experience, operation and content. On the experience side, traditional exhibition venues' visit experience mainly features vision+hearing, which has the pain point of monotonous interaction and weak sense of immersion. The combination of AI, VR/AR and flexible wearable sensors breaks the limitations of physical space and sensory dimensions. With the development of flexible wearable sensor technology and the support of VR and AR terminals, tactile feedback can be achieved through AI algorithms, so that users can have a real touch in the meta-universe environment. On the operation side, the core pain point of exhibition venue operation lies in the disconnection between physical space and management data, which leads to low efficiency in exhibit maintenance, traffic scheduling and emergency response. The use of digital twin technology² in exhibition venue operation can enable management and maintenance of exhibits, emergency response and multi-scene scheduling, transforming physical venues into "intelligent life" with the ability of perception, decision-making and evolution. Content-wise, as the needs of different visitors vary significantly, the

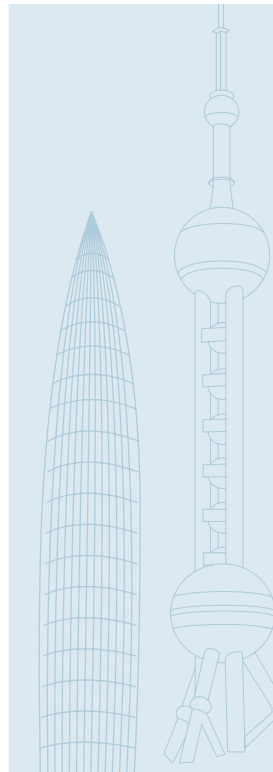
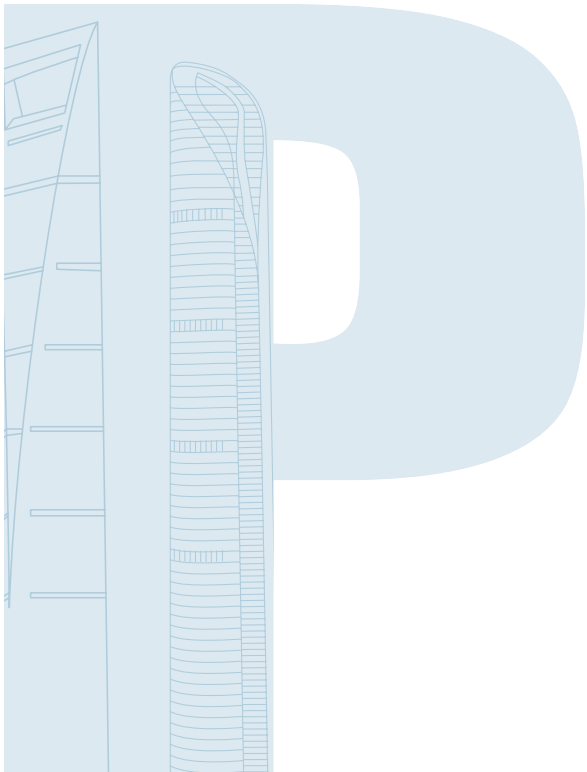
1 Note: Green Electricity Certificates are electronic IDs China issues for the feed-in power of renewable energy, which are the only voucher for the environmental value of green electricity. One GEC represents 1000 kWh of green electricity.

2 Note: A complex system enabling mutual correspondence, mutual mapping and collaborative interaction between the city's physical world and virtual cyberspace, the 3D digital twin system is capable of accurate simulation and real-time monitoring of the 3D world.

standardized content output of traditional exhibition venues cannot meet the individual needs. Through machine learning technology, exhibition venues can analyze the needs of visitors and provide more targeted services, so that visitors can obtain more accurate and valuable information.

Chapter 5

Analysis of Key Exhibitions in 2025



In 2025, China's national-level major exhibition platforms yielded fruitful outcomes, fostering international exchange and cooperation while conveying China's strong commitment to expanding opening up to the world.

I. The third CISCE igniting new momentum for cooperation between Chinese and foreign enterprises

From 16 to 20 July 2025, the third China International Supply Chain Expo (CISCE), hosted by the China Council for the Promotion of International Trade and organized by the China International Exhibition Center Group Limited, was held at the Shunyi Venue of the China International Exhibition Center in Beijing with the theme "Connecting the World for a Shared Future".

A. Embracing the era and building consensus

The world has now entered a new period of turbulence and transformation, marked by intensifying unilateralism and protectionism, with economic globalization facing headwinds. In his opening address, Vice Premier He Lifeng emphasized that only through mutual respect, solidarity, cooperation, and mutual benefit can nations foster global development and prosperity. He encouraged business communities worldwide to be steadfast advocates, active builders, and significant contributors to stable and unimpeded global industrial and supply chains, a call that resonated strongly. The Beijing Initiative for the Third China International Supply Chain Expo has galvanized widespread consensus on strengthening open cooperation in global industrial and supply chains.

Numerous foreign dignitaries came to China specifically for the expo. South African Deputy President Paul Mashatile led a delegation including several ministers and numerous enterprises to China for the event. Thailand, serving as the guest country of honour, sent a high-level delegation to exhibit and participate. Over 40 business leaders from Fortune Global 500 multinational corporations attended specially for the expo. Jensen Huang, founder and CEO of U.S.-based NVIDIA, participated in related activities in Beijing for four consecutive days. Key figures from organizations including the Bureau International des Expositions (BIE),

the International Chamber of Commerce, the International Trademark Association, and the Global Council of the Sustainable Markets Initiative made special trips to attend. A total of 172 overseas delegations visited the exhibition and participated in the event, representing a 2.2-fold increase from the previous session. This fully reflects the global recognition of the CISCE, which belongs not only to China but to the world.

B. Abundant achievements and notable highlights

The CISCE serves as a vital platform for China to advance international cooperation in industrial and supply chains, functioning as an essential public good for safeguarding the stability and smooth operation of global industrial and supply chains. It exemplifies China's responsibility as a major power in promoting an open world economy and building a community with a shared future for mankind. Compared to the previous two sessions, the third CISCE featured higher-level participation, greater popularity, broader exchanges, and more substantial outcomes. Participating enterprises and institutions from China and abroad totalled 1,200, with over 210,000 online and offline attendance, up by 5% from the previous session. Exhibitors launched 152 new products, technologies, and services for the first time, representing a 67% rise over the previous event. Among these, 55 were unveiled exclusively at the CISCE LaunchPad, attracting over 50 million live-stream viewers. Exhibitors established cooperative ties with 42,000 upstream and downstream enterprises. According to incomplete statistics, over 6,000 cooperation agreements and commitments were signed and reached on-site.

Firstly, the event demonstrated greater international calibre. Since its inception, the proportion of overseas exhibitors has risen annually—from 26% in the first session, to 32% in the second, reaching 35% in the third. Among these, Fortune Global 500 companies and industry leaders accounted for over 65% of participants. The coverage expanded from 55 countries and regions in the first session to 75 this session. Numerous enterprises from the U.S., the European Union, and Japan actively participated. Twenty-five international organizations attended, with eight exhibiting at the event, including the Food and Agriculture Organization of the United Nations, the United Nations Commission on International Trade Law, and the World Intellectual Property Organization.

Secondly, the event features enhanced innovation capabilities. Focusing on accelerating the development of new quality productive forces, the third CISCE introduced an innovation chain exhibition area within the advanced manufacturing chain zone for the first time, establishing the CISCE LaunchPad with the theme to build a shared future with new launches here. Building upon the release of the Global Supply Chain Promotion Index and Connectivity Index at the second session, the third CISCE introduced the Global Supply Chain Innovation Index and Resilience Index, forming a comprehensive global supply chain index matrix. It also debuted an industrial map of six chains and one exhibition zone. Exhibitors adopted more experiential, interactive, and immersive exhibition narratives. Visitors can examine supply chain networks like engineers, experience virtual factory tours, enjoy beverages made by intelligent robots, and immerse themselves in application scenarios such as e-commerce shopping, social interaction, and cultural tourism through XR glasses.

Thirdly, the event features enhanced connectivity. The CISCE prioritizes fostering long-term mutually beneficial collaborations over short-term on-site transaction volumes. The third session facilitated 24,000 precise matches between exhibitors and professional visitors, quadrupling that of the last session. The third CISCE innovatively refined its evaluation metrics, further emphasizing assistance for exhibitors and professional visitors to “find friends and partners, discover solutions, and identify application scenarios.” The CISCE 3.0 gained widespread recognition, with increasing numbers of domestic and international enterprises recognizing its unique value and exhibition logic.

C. Green development and strict economy

The Third CISCE continues to uphold the exhibition philosophy of “green, eco-friendly, and sustainable”, striving to create a green, carbon-neutral, and plastic-free event. Firstly, venue operations are greener. For the first time, the CISCE achieved 100% green electricity supply. Energy-efficient upgrades were implemented across venues, including replacement of lighting with energy-saving fixtures and deployment of a low-carbon smart energy system, establishing a modern energy framework combining intelligent management with green power supply. A dual-track approach combining “PV green electricity + externally procured green certificates” was adopted. Photovoltaic energy projects installed on the exhibition hall roofs

generated an average daily output of 50,000 kWh. Concurrently, renewable energy certificates were purchased, reducing carbon dioxide emissions by over 1,100 tonnes during the event period while saving electricity cost by over 30%. Secondly, exhibition stand construction is greener. The CISCE actively promotes the concept of green exhibition stands, offering free training to exhibitors on sustainable stand construction. Eco-friendly practice serves as a core assessment criterion for stand design proposals, guiding exhibitors to prioritize the use of stock materials and eco-friendly lightweight materials while ensuring structural integrity and functional completeness, to ensure modular structures, standardized components, and minimalist design. Thirdly, attendance and participation is greener. The CISCE integrated the green principles of “recycling, reducing plastic use, and lowering pollution” into every detail, translating them into quantifiable and replicable standardized practices. Physical ticket usage was reduced by promoting QR code entry, while staff credentials were reused across sessions, cutting ticket printing costs by 26%. The “Clean Plate Campaign” was advocated, with 100% use of biodegradable or recyclable tableware and takeaway bags, reducing catering costs by 12%.

D. Efficient integration of innovation and industrial chains

The third CISCE pioneered an innovation chain exhibition area within its advanced manufacturing chain zone. Using “institutions, platforms, and services” as pivotal levers, it streamlined the entire process from intellectual property rights confirmation and technology incubation to industrialization, propelling innovation resources from bookshelves to store shelves, enabling seamless integration between innovation and industrial chains.

Firstly, policies addressed critical bottlenecks in innovation application. The National Intellectual Property Administration publicly unveiled its patent activation system for universities and research institutions for the first time. Covering over 680,000 existing patents from more than 2,700 higher education institutions and research institutions nationwide, the system facilitates direct access to high-value patent details and collaboration opportunities, accelerating the transition of patented technologies from laboratories to industrial applications. Numerous exhibitors and professional visitors queued to access the system, with several domestic and international delegations expressing cooperation intentions. The National

Industrial Information Security Development Research Center (formerly the First Institute of Electronics, Ministry of Industry and Information Technology) showcased its integrated application promotion system for new technology-based products, offering enterprises solutions for technology transfer and application. A comprehensive solution is provided to tackle the tripartite problem of technologies being “unusable”, “not user-friendly”, or “underutilized due to a lack of know-how” in the process of translating R&D outcomes into practical applications. Over 100 research institutes, manufacturing enterprises, and testing organizations attended to explore collaboration opportunities.

Secondly, the promotion of innovation commercialization has yielded remarkable results. The three major trading institutions—China Technology Exchange, Shanghai Technology Exchange, and Shenzhen Stock Exchange Technology Exchange Center—demonstrated their swift and efficient technology trading systems alongside successful case studies. They addressed enterprises’ comprehensive needs for technology assessment, rights confirmation, and transactions on-site, culminating in cooperation commitments with nearly 100 enterprises and institutions.

Thirdly, the event delivered outstanding comprehensive benefits. The innovation chain exhibition area effectively facilitated interaction among government departments, international organizations, research institutions, trading platforms, science parks, and high-tech enterprises, thereby integrating the innovation ecosystem and pooling collaborative development efforts. The liquid hydrogen technology showcased by the Institute of Physics and Chemistry of the Chinese Academy of Sciences addresses the “storage and transportation” challenges in the hydrogen industrial chain, attracting discussions and exchanges with relevant institutions from Argentina, Belarus, and multiple local government departments. The World Intellectual Property Organization presented a comprehensive overview of its end-to-end international services for trademark registration and patent applications, establishing extensive connections with multiple regional institutions. Several exhibiting enterprises demonstrated key technological commercialization processes, with Ketian New Material alone securing cooperation commitments with over 40 enterprises and institutions.

II. Historic breakthrough achieved by China Pavilion at Osaka Expo

Themed “Designing Future Society for Our Lives”, the Expo ran from 13 April to 13 October 2025 in Osaka. The China Pavilion, themed “Building a Community of Life for Man and Nature—Future Society of Green Development”, presented three chapters: “Harmony between humanity and nature”, “Lucid waters and lush mountains”, and “Sustainable vitality”. These sequentially showcased ancient civilizations’ reverence for nature, depicted contemporary China’s commitment to preserving its natural landscapes, and envisioned a future society of green development. It emerged as one of the most distinctive and popular pavilions, welcoming nearly two million global visitors. Over 280 dignitaries and prominent figures from more than 90 countries and regions visited the pavilion. It was honored with the highest accolade from the BIE—the gold award for exhibition design among large self-built pavilions, marking a historic breakthrough for China’s participation in overseas World Expos.

A. Telling China’s stories well to enhance the outreach and influence of Chinese civilization

The World Expo serves as a garden of human civilization, with each session showcasing the pinnacle of human achievements while fully embodying the diversity of civilizations. President Xi Jinping emphasized the importance of telling China’s stories well, conveying China’s voice effectively, and presenting a credible, endearing and admirable image of China, noting that Chinese civilization is the only great civilization in the world that has continued uninterrupted and developed into a modern nation-state. China’s high-quality participation in the Osaka Expo represents a significant manner in which Chinese civilization embraces the world with greater openness and contributes to it with more dynamic achievements. During the Osaka Expo, the China Pavilion hosted a series of vibrant cultural events, showcasing the distinctive cultural characteristics and local customs of various regions across China to the world, thereby promoting exchanges and mutual learning among different cultures. On 11 July 2025, China’s National Pavilion Day was held, with He Lifeng, Member of the Political Bureau of the CPC

Central Committee and Vice Premier of the State Council, attending and delivering a speech. The Pavilion Day featured a grand cultural performance themed “Brilliant China, Shared Future”. A performance troupe from Shaanxi Province presented China’s profound and time-honoured culture on the Expo stage through diverse forms including ethnic song and dance, traditional instruments, opera, martial arts, acrobatics, and street dance. The exterior walls of the “Chinese Scroll” structure were inscribed with 117 classic literary works, including 54 verses quoted by General Secretary Xi Jinping such as “All things that grow live in harmony and benefit from the nourishment of Nature”. These inscriptions, alongside precious exhibits like oracle bone inscriptions, the He Zun bronze vessel, and the Yumeng Qin bamboo slips, vividly illustrated the Chinese worldview, perspective on the cosmos, societal outlook, and moral principles through the evolution of written language—the very root of Chinese culture. Hungarian President Tamás Sulyok remarked that the philosophy conveyed by the China Pavilion is like a spring of clear water nourishing the hearts of countless visitors, prompting profound reflection on a sustainable future, and this tour reinforces his conviction that safeguarding human well-being is inextricably linked to reverence for nature. Timor-Leste President José Ramos-Horta stated that China’s achievement of poverty alleviation and rural revitalization through ecological conservation represents an unprecedented feat in world history.

B. Showcasing the achievements of Chinese Modernization

Exhibitions serve as barometers of innovation and transformation. From the steam age to the electrical era and on to the information age, each World Expo has concentrated on displaying humanity’s latest advances in productive forces and technological progress. Innovations in fields such as space exploration, artificial intelligence, clean energy, and smart living have increasingly become focal points at recent Expos. The China Pavilion’s technological displays align closely with the era’s themes, focusing on strategic national scientific domains. They demonstrate hard technological prowess while conveying the principle that science serves humanity. Within the China Pavilion at Expo Osaka, the exhibits span a range of groundbreaking achievements in China’s modernization. These include the first-ever side-by-side display of soil samples from the near and far sides of the moon, precious footage captured by the Jiaolong submersible during its 7,062-metre dive, the future city key

unlocked by the eight-network integrated smart city concept, and the interactive AI model Sun Wukong engaging with visitors. Swiss President of the Council of States Andrea Caroni highly commended China's immeasurable contributions to international space exploration. BIE Secretary General Dimitri Kerkentzes stated that the China Pavilion offers the world a vivid window into understanding China, presenting a vision for humanity's future and showcasing solutions for embracing the world through open cooperation and jointly addressing common challenges. Italian Deputy Prime Minister Matteo Salvini, Speaker of the House of Representatives of Indonesia Puan Maharani, Malaysian Deputy Prime Minister Fadillah Yusof, Cuban Deputy Prime Minister Eduardo Martinez Diaz, and other dignitaries from multiple nations expressed heartfelt admiration for China's development accomplishments and exemplary leadership. They affirmed that the China Pavilion's initiatives have further strengthened confidence and added momentum to deepening cooperation with China across various fields including green development, the digital economy, infrastructure, and cultural tourism.

C. Promoting international friendship and economic and trade cooperation

The World Expo serves as a major platform for pragmatic cooperation. As a global event, it provides a forum for exchange between suppliers and buyers. Governments and enterprises worldwide attach great importance to utilizing the Expo platform for economic and trade exchanges, organizing various activities such as business matchmaking, product exhibitions, and commercial visits, which have yielded numerous cooperative outcomes. The China Pavilion at the Osaka Expo established a multi-dimensional exchange platform through its diverse activities, becoming a "window to China" for the world. A succession of provincial or municipal activity weeks, corporate days, and thematic events yielded tangible outcomes in deepening friendly relations, international cultural exchange, and economic and trade cooperation. Thirty-one provinces, municipalities, autonomous regions, and the Macao Special Administrative Region hosted activity weeks and days, setting a record for participation among overseas pavilions. Provincial or municipal authorities collaborated with ministries, agencies, and leading enterprises to present intangible cultural heritage performances, cultural tourism

promotions, economic and trade forums, academic exchanges, and product premieres. During Tianjin's activity week, rotating displays in different visual zones presented promotional films about Tianjin and a historical pictorial commemorating the 50th anniversary of the first China-Japanese sister-city relationship between Tianjin and Kobe. This collaborative effort decoded the original spirit of friendly exchanges, offering an exemplary model for emotional connection in international sister-city cooperation.

Preparations for China's Pavilion at the 2027 Belgrade Specialized Expo are now fully underway, while preparations for the 2030 Riyadh General Expo are set to commence formally. China's active engagement in Expo affairs will drive the sustained release of the Expo's potential in fostering scientific and technological innovation collaboration, promoting exchanges and mutual learning among civilizations, and deepening economic and trade cooperation. This will help build global consensus on development and inject enduring, robust momentum into building a community with a shared future for mankind.

III. The 8th CIIE demonstrating the “magnetic pull” of China's market

From 5 to 10 November 2025, the 8th China International Import Expo (CIIE), hosted by the Ministry of Commerce and the Shanghai Municipal People's Government, was held at the National Exhibition and Convention Center (Shanghai).

A. The Comprehensive Country Exhibition facilitating expanded cooperation opportunities

A total of 67 countries, regions and international organizations participated in the Comprehensive Country Exhibition at the eighth CIIE, occupying an exhibition area of 30,000 square meters and hosting over a hundred events during the fair. This session introduced a dual-city exhibition and the “Charming Sister Cities” activities for the first time. Leaders or high-level officials from 19 countries including Georgia, Serbia and the United Arab Emirates attended related activities at the Country Exhibition. The China Pavilion showcased pioneering progress and historic achievements in China's economic and social development during

the 14th Five-Year Plan period, featuring 570 exhibits—the largest number to date. Attractions such as the CR450 high-speed train, C919 large passenger aircraft, and 6G space-air-ground integrated network application scenarios drew crowds of domestic and international visitors eager to capture photos, vividly illustrating the latest practices of Chinese modernization and the newest accomplishments in China's new quality productive forces.

B. The Business & Enterprise Exhibition enhanced both in scale and quality

The Enterprise & Business Exhibition at the eighth CIIE spanned over 367,000 square meters, featuring 4,108 enterprises from 138 countries and regions. Both exhibition area and participating enterprises reached record highs. Among them, 290 were Fortune Global 500 companies and industry leaders, with 180 enterprises achieving perfect attendance across all eight sessions, fully demonstrating the formidable magnetism of China's vast market. The Enterprise & Business Exhibition primarily features three characteristics: Firstly, enhanced debut functionality. A total of 461 representative new products, technologies, and services were unveiled. Among those, 201 were global first-launch, 65 were Asian premieres, and 195 were Chinese premieres, spanning industries such as biomedicine, green and low-carbon technologies, and technological equipment. Artificial intelligence and humanoid robots accounted for a higher proportion. The world's "fastest" non-invasive health check device, "smallest" X-ray machine, and "lightest" mobile phone with large foldable screen all made their global or Chinese debut at this Expo, further establishing China's vast market as a global testing ground, application hub, and profit center for innovation. Secondly, consumer trends were highlighted. The "silver economy", "pet economy", and "self-pleasing consumption" emerged as new focal points. Age-friendly products such as smart hearing aids, intelligent sleep systems, and companion robots garnered significant popularity. Customized solutions for "weight management", including low-carbon diets and smart fitness, showcased their entire value chains. Classic vintage cars and electric vehicles staged "a dialogue across a century". Thirdly, leading enterprises gathered in force. Nearly a hundred business leaders from major multinational corporations and large business associations arrived at the "Four-Leaf Clover" venue. Among them, ten industry-leading enterprises were personally led by their chairmen

or CEOs, collectively bringing their headquarters decision-making teams to the CIIE. Some companies even relocated their executive meetings directly to the exhibition grounds, vividly illustrating global enterprises' sustained confidence in China, their increased investment in the country, and their deepening commitment to the Chinese market.

C. “Export to China” emerges as a new highlight

On 4 November 2025, Premier Li Qiang attended the launch ceremony for the “Big Market for All: Export to China” series of events and officially inaugurated the initiative. Corporate representatives present unanimously affirmed that China’s innovative creation of the “Export to China” brand sends the world a clear message: China is not only a vast consumer market but also a partner committed to mutual benefit and shared prosperity through institutional innovation. Centered on the themes of “Export to China”, “Invest in China” and “Shopping in China”, this year’s CIIE organized numerous activities including specialized matchmaking sessions for exhibitors and buyers, closed-door corporate forums, and the launch of the Premium Consumption Month. These initiatives fostered mutual promotion and effective synergy among trade, investment, and consumption, further amplifying the CIIE’s role as a vital platform and its spillover effects.

IV. The 137th and 138th Canton Fair boosting new momentum in foreign trade

The China Import and Export Fair (Canton Fair), jointly hosted by the Ministry of Commerce and the People’s Government of Guangdong Province, is held twice annually at the China Import and Export Fair Complex in Guangzhou. The 137th session ran from 15 April to 5 May 2025, while the 138th session took place from 15 October to 4 November 2025. Both sessions occupy a total exhibition area of 1.55 million square meters.

A. Record-breaking attendance of overseas buyers

The 137th Canton Fair welcomed 288,938 overseas buyers from 219 countries and regions. Emerging markets remained the largest source of visitors, with buyers from Belt and

Road partner countries totalling 187,450, up by 17.4% representing 64.9% of total attendance. BRICS nations contributed 72,417 buyers, a 24.1% increase. RCEP member states sent 64,808 buyers, up by 6.9%. European and North American buyers numbered 51,862, rising 3.4%. A total of 140 industrial and commercial organizations sent delegations to attend, marking a 17.6% increase. There were a total of 376 leading multinational procurement enterprises, setting a new record.

The 138th Canton Fair attracted over 310,000 overseas buyers from 223 countries and regions, marking a 7.5% increase from the previous session and setting another record high. Among them, buyers from Belt and Road partner countries reached 214,000, accounting for 69% of the total and rising by 9.4% year on year. Notable growth was observed among buyers from the European Union, the Middle East, the United States, and Brazil, with increases of 32.7%, 13.9%, 14%, and 33.2% respectively. A total of 158 industrial and commercial organizations and 550 procurement delegations attended the event.

B. Driving China's foreign trade towards innovation

At the 137th Canton Fair, a wealth of new products, technologies, designs, materials and processes emerged, with green, low-carbon and intelligent products attracting significant attention. These innovations served as powerful catalysts for securing orders and expanding markets. Over 4.55 million products were showcased onsite, including 1.02 million new items, 880,000 green and low-carbon products, and 320,000 intelligent products. The first-ever service robotics zone proved a sensation, drawing significant attention beyond the exhibition. Forty-six leading domestic robotics enterprises showcased over 500 robotic models across 60 specialized fields, with each company receiving an average of over 300 client visits daily. The Canton Fair Design Innovation Award (CF Award) exhibition hall featured 147 award-winning products, attracting over 40,000 visitors.

Among the 4.6 million exhibits at the 138th Canton Fair, new products, green products, and products with independent intellectual property rights accounted for 23.3%, 23.5%, and 23.9% respectively. AI empowerment, innovative intelligent manufacturing, green and low-carbon solutions, and high-end customization emerged as core themes throughout all three sessions. Breakthroughs in new productive forces, including embodied robots, brain-

computer interface devices, plastic-free home furnishings, bio-based materials, AI-powered rehabilitation equipment, and 3D printing became major crowd-drawers. With 632 new product launches and the CF Award, the fair provided a stage for “global premieres and China’s finest selections”.

V. Expanding international cooperation network for trade in services at the 2025 CIFTIS

The 2025 China International Fair for Trade in Services (CIFTIS), jointly hosted by the Ministry of Commerce and the Beijing Municipal People’s Government, was held at the Shougang Industrial Park in Beijing from 10 to 14 September 2025. This session marks the inaugural single-venue hosting at Shougang Industrial Park, with “Digital Intelligence Leads the Way, Trade in Services Embarks on a New Journey” as the theme.

A. Greater openness: key events fostering consensus on innovation cooperation

President Xi Jinping has delivered video addresses or congratulatory letters to the CIFTIS for seven consecutive years. In his congratulatory message this year, he emphasized that China will resolutely expand high-standard opening up, actively align with international high-standard economic and trade rules, accelerate pioneering trials in platforms such as pilot free trade zones and national demonstration zones for service trade innovation and development, advance the orderly opening up of the service market, and promote high-quality development of service trade. This has charted the course for our exploration of institutional opening up in the service sector.

Yin Li, Secretary of the Beijing Municipal Party Committee, read out President Xi Jinping’s congratulatory letter. Vice Premier Ding Xuexiang attended the Global Summit on Trade in Services, delivered a keynote address and declared the opening of the 2025 CIFTIS. Minister of Commerce Wang Wentao presided over the summit. Prime Minister Anthony Albanese of Australia, President Dina Boluarte of Peru, Deputy Director-General Johanna Hill of the World Trade Organization, Deputy Secretary-General Pedro Manuel Moreno of

the United Nations Conference on Trade and Development, and other distinguished guests delivered addresses either via video link or in person. Nearly 800 Chinese and international delegates from over 30 countries and regions attended the event in person to discuss opening up services cooperation and jointly promote mutually beneficial trade.

B. More professional: exhibitions and displays connecting the world towards innovation and quality

Firstly, exhibitors are exceptional. Industry leaders have gathered, with over 480 Fortune Global 500 companies and sector champions participating in person, accounting for more than a quarter of all exhibitors. Both the number and proportion of top enterprises exceed the previous session. Advantageous service trade enterprises across provinces, autonomous regions, municipalities, and Hong Kong, Macao, and Taiwan regions have formed delegations to exhibit, collectively showcasing diverse and high-quality “Chinese services”. Secondly, abundant digital and intelligent services. New achievements such as the world’s first photon-counting CT scanner and embodied intelligent cleaning products, new application scenarios including full-chain 5G deployment and smart operating theaters, alongside innovative cases like digital supply chain innovation solutions and gas leak detection systems, fully demonstrate the vibrant vitality of technology services empowering development. Thirdly, extensive international participation. Eighty-five countries and international organizations, including Ireland and the World Intellectual Property Organization, hosted exhibitions and conferences. Australia organized the largest guest country delegation at the CIFTIS, linking with a Melbourne sub-venue to promote distinctive services in education, tourism, and the green economy. The overall internationalization rate of offline exhibitors exceeded 20%, covering 26 of the top 30 countries and regions in service trade. Fourthly, innovative exhibition methods. Based on the intangible and abstract nature of services, digital avatars and VR simulation equipment were employed to better showcase new technology applications, solutions, and the ancillary services behind products. The “town-style exhibition” concept was emphasized, with increased negotiation spaces in exhibition areas and dedicated zones for online meetings, making services observable, exhibitable, and discussable.

C. More authoritative: leading the development of the service trade industry with cutting-edge topics and inaugural reports

Firstly, focusing on frontier topics. Over 260 distinguished guests, including heads of international organizations, domestic and foreign ministers, executives from Fortune Global 500 companies, and academicians from China and abroad, engaged in in-depth discussions on hot topics such as e-commerce development in the digital era, new trends in service trade, enhancing digital trade innovation capabilities, mutual learning in tourism and cultural exchange, and the global green economy. These exchanges explored effective pathways for the high-quality development of service trade. Second, authoritative reports were released. Significant outcomes including the China Service Trade Development Report, the Global Service Trade Inclusive Development Trends Report, the World Tourism Cities Development Report, and the Service Trade International Standardization Observation Report were successively published, systematically presenting the direction of service trade development. Third, innovative achievements were premiered. The Ministry of Commerce released the Work Plan for Supporting Beijing in Pioneering the Implementation of the WTO Agreement on Electronic Commerce, accelerating the implementation of the world's first multilateral digital trade rules in China. Beijing formally unveiled its inaugural "Beijing Solutions" package, validated through real-world scenarios, comprising one digital intelligence computing infrastructure, one municipal government cloud platform, and multiple application solutions. A total of 113 enterprises and institutions, including Fortune Global 500 companies, unicorn enterprises, national-level "specialized, sophisticated, differentiated and innovative" small giants, first-of-a-kind equipment manufacturers, and industry associations, unveiled 198 achievements across fields such as artificial intelligence, fintech, healthcare, and green low-carbon technologies. This included 109 new product launches in areas including precision medicine, ultra-high-definition audiovisual technology, optical quantum computing, and bionic cell sensors.

VI. The 4th GDTE: sharing opportunities in digital development

The World Digital Trade Expo (GDTE) is China's sole national-level and specialized

exhibition dedicated to digital trade with global reach. Jointly hosted by the People's Government of Zhejiang Province and the Ministry of Commerce, it is co-hosted by the People's Government of Hangzhou City, the Department of Commerce of Zhejiang Province, and the Foreign Trade Development Affairs Bureau of the Ministry of Commerce. The fourth session of the GDTE was held at the Hangzhou International Expo Center from 25 to 29 September 2025.

A. Highlighting the theme of openness and cooperation, building consensus on digital trade

The fourth GDTE saw attendance from 18 international dignitaries representing 10 countries, with 33 international organizations participating in exhibitions and meetings. Over 400 multinational corporation executives and more than 1,200 industry experts engaged in discussions centered on deepening cooperation within the digital trade sector. International exhibitors accounted for over 20% of participants, with more than 130 from Europe and America. The number of international buyers increased by 64% compared to the previous session. Indonesia, this year's guest country of honor, sent over 300 buyers. Multinational corporations are integrating more deeply into the Chinese market, while market-driven cooperation is increasingly strengthening global digital trade ties. For the first time, international organizations including the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Educational, Scientific and Cultural Organization (UNESCO) hosted supporting events at the fair. The "Silk Road E-commerce Day" attracted participation from over 700 enterprises across 44 countries, with the digital trade "circle of friends" continuing to expand.

B. Exhibition showcasing new products, with artificial intelligence driving innovation

The main exhibition hall of the fourth GDTE featured 382 "first releases", "first shows" and "first exhibitions" spanning digital entertainment, digital wellness, and digital home sectors, presenting cutting-edge digital trade applications across multiple dimensions. The fourth GDTE emphasized the theme of "Deep Integration of Digital Trade and Artificial

Intelligence”. The AI exhibition zone occupied nearly one-third of the total area, featuring the first “Agent Zone” and dynamic robot demonstrations for the first time. Over 330 AI enterprises gathered under one roof, establishing the fair as a hub for showcasing innovative achievements in the artificial intelligence industry.

C. Establishing a precision matching platform to enhance targeted connections

The fourth GDTE established a precision matching platform, hosting 46 key events, 110 corporate-led activities, and 1,219 targeted trade matching sessions before and during the exhibition. The “Digital Trade Online” platform facilitated 260,000 online supply-demand matches, providing each exhibitor with an average of over a hundred procurement requests, thereby accelerating the industrialization of digital technologies. Statistics indicate that procurement value at the fourth session reached RMB 30.9 billion, doubling from the previous year. Orders in three key sectors, namely artificial intelligence, cultural exports, and cross-border e-commerce, accounted for 82% of total transactions, with international orders constituting 71.5%. The first “Digital Trade Venture Capital Day” facilitated matchmaking between 132 national innovation projects and 117 investment institutions, promoting preliminary cooperation agreements for 38 project-capital pairs.

VII. The 5th CICPE bridges supply and demand

The 5th China International Consumer Products Expo (CICPE), jointly hosted by the Ministry of Commerce and the People’s Government of Hainan Province, was held in Hainan from 13 to 18 April 2025.

A. Exhibition scale reaching new height

The fifth CICPE saw participation from 1,767 enterprises and 4,209 consumer brands across 71 countries and regions, setting a new record for scale. Centered on consumption themes and Hainan’s distinctive features, the event hosted over 60 activities for new product launches, health consumption, low-altitude economy, and the “Global Gift” awards. During

the event, themed supply-demand matching sessions were held under categories such as “Global Treasures”, “E-commerce Platforms”, and “Key Countries”, resulting in 52 commercial commitments with a total value of approximately 92 billion yuan. Professional buyers at this year’s expo exceeded 60,000, representing a growth of over 10% compared to the fourth session.

B. Technology-related consumption and novel consumption highlights abound

The fifth CICPE placed greater emphasis on cutting-edge technology sectors, expanding the New Consumption Technology Exhibition Zone by 30% and introducing dedicated sections for artificial intelligence and low-altitude economy for the first time. Companies including Unitree Robotics, BrainCo, and Manycore Tech showcased humanoid robots, exoskeleton equipment, bionic hands, and brain-computer interfaces, demonstrating AI’s empowerment of daily consumption. Enterprises such as EHang, United Aircraft, Xpeng Aeroht, and China General Aviation collectively presented multiple new products including drones and flying cars, exploring novel low-altitude consumption scenarios while comprehensively displaying collaborative innovation across the low-altitude economy industrial chain.

C. Diverse and vibrant activities delivering outstanding supply-demand matching outcomes

The 5th CICPE hosted over 60 events, including its opening ceremony, a global consumption innovation event featuring duty-free and travel retail exchanges, new product launches, fashion shows, exclusive sharing sessions, health consumption activities, events over low-altitude economy, a new energy vehicle island-wide test drive rally, the “Global Gift” awards, as well as other featured activities and supporting events. The new product launch segment gathered 25 renowned domestic and international companies, which collectively debuted nearly 100 new products, further solidifying CICPE’s role as a global barometer for consumer trends.

VIII. The 25th China International Fair for Investment & Trade Jointly Facilitating Global Development

The 25th China International Fair for Investment & Trade (CIFIT) was hosted by the Ministry of Commerce in Xiamen from September 8 to 11, 2025.

A. The CIFIT pursued high-standard opening up, with international participation at a record high

On September 8, President Xi Jinping sent a congratulatory letter to the 25th China International Fair for Investment & Trade (CIFIT). Xi Jinping pointed out that the CIFIT, with its permanent theme of “Further Expanding Bilateral Investment, Jointly Facilitating Global Development”, has played a positive role in promoting the development of an open world economy and has become an effective platform for global investors to deepen practical cooperation. The 25th CIFIT had a total exhibition area of 120,000 square meters. More than 1,100 delegations of governments, official agencies and businesses from 123 countries and regions participated in the exhibition, which attracted over 80,000 merchants. 57 overseas officials at ministerial level or above, 11 ambassadors and Charge d’Affaires ad Interim to China, 15 senior representatives of international organizations and 97 executives of multinational companies attended the event.

B. The CIFIT offered an anchor of stability with “bringing in” and “going global”

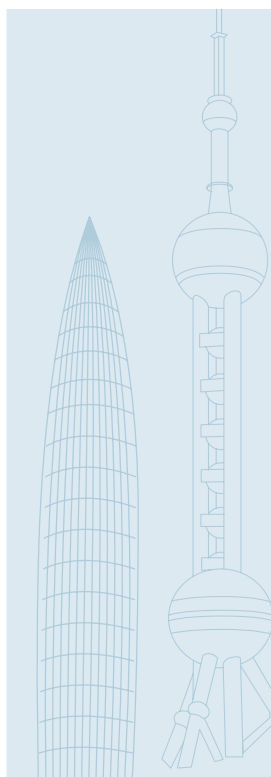
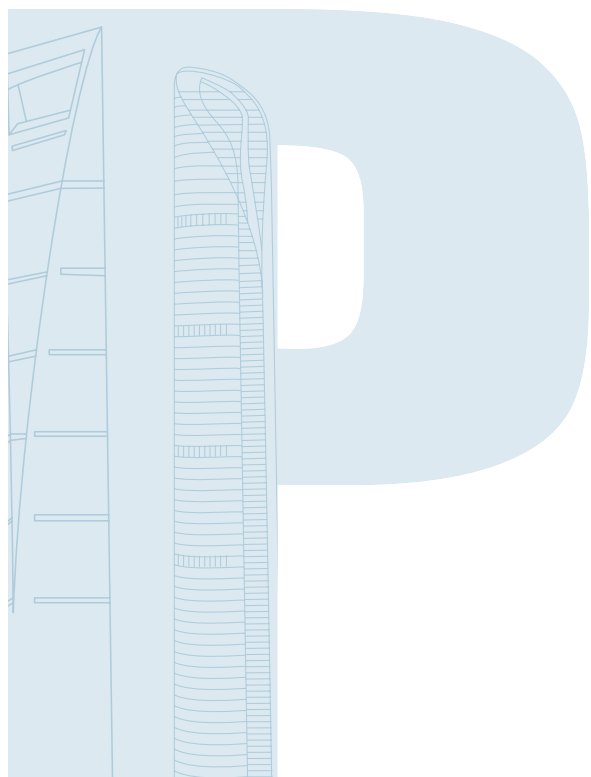
Over 30 countries held special promotions during the CIFIT, inviting businesses from China for investment. Eight special sessions were organized as the series of activities of “Hailian Global Lounge at CIFIT”, which debuted at CIFIT for the first time. They focused on key markets such as Europe, RCEP member countries, Latin America, Africa, among others, and invited representatives from 24 countries to join the promotion, attracting over 1,000 enterprises to the matchmaking events and reaching intended deals on 32 projects for “going global” worth over RMB600 million.

C. Accurate and practical matchmaking significantly improved investment efficiency

The integration of exhibition and negotiation was a highlight of the 25th CIFIT. In four days, nearly 300 all types of promotion and roadshows were held in the exhibition hall, with over 10,000 visits, enabling direct contact between projects and investors and fueling great enthusiasm. CIFIT is becoming a one-stop benchmark integrating exhibition and negotiation, with highly efficient investment with fewer steps towards fruitful cooperation.

Chapter 6

Exhibition Industry in Major Cities in 2025: Wuhan



Positioned as a National Central City under construction and a core city on the Yangtze River Economic Belt, Wuhan has ambition to become a world-class center of the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry, leveraging the exhibition economy as a major engine for a thriving open economy and for enabling consumption upgrades and industrial transformation. In 2025, Wuhan's exhibition industry showed encouraging trends of high-quality development as evidenced by scale and capacity expansion, accelerated business model innovation, and widening international influence.

I. Development Overview: Leapfrog Scale and Capacity Expansion

In recent years, Wuhan's exhibition industry has achieved both quantitative and qualitative growth, demonstrating strong vitality and winning multiple awards as China's Most Competitive MICE City and Top 10 MICE Cities in China. From January to October 2025, Wuhan hosted 278 MICE events, a year-on-year increase of 38.3%. It has garnered higher international recognition. In 2025, two new companies from Wuhan obtained ICCA (International Congress and Convention Association) certification, one new exhibition project received UFI (Union of International Fairs) certification, and one new company obtained IAEE (International Association of Exhibitions and Events) certification, bringing the total number of organizations and trade shows certified by international organizations to 26. In 2025, Wuhan successfully hosted nine world-class exhibitions, including the World Digital Education Conference, the 32nd China International Paper Technology Exhibition, the 2025 China International Agricultural Machinery Expo, and the China International Alcoholic Drinks Expo. These events significantly enhanced its international profile.

A. The platforms for exhibitor-buyer matching were constantly improved

Wuhan has established exhibitor-buyer matching platforms to support target industries and accelerated the development of a resource matching system that gives industrial firms

prominent roles at exhibitions. These platforms provide a wide array of support to the industry chain, including technological partnership, brand promotion, market expansion, and resource alignment. For example, the World Health Expo leveraged Wuhan's strong foundation of healthcare, pharmaceutical, medical device, retirement, and tourism industries to attract leading companies such as Philips, GE Healthcare, AstraZeneca, United Imaging Healthcare, and Mindray. Over six years, the expo's size, ranking, and influence have continued to rise, with growing international recognition. It has become not only a "weathervane" for industry trends but also a magnet of global health resources, positioning itself as a premier expo in the health arena. Leveraging the trillion-RMB "optics, semiconductor, display, device, and networking" industry cluster, the China International Optoelectronic Expo has attracted global semiconductor design companies and equipment manufacturers. The expo has seen rapid progress and set new records in terms of the number of professional visitors, international recognition, and transaction volume, making it the preferred venue for Chinese and international companies to showcase cutting-edge technologies and seek partnerships.



Optics Valley of China International Optoelectronic Exposition (OVC EXPO)

The Optics Valley of China International Optoelectronic Exposition (OVC EXPO) is an international optoelectronic exhibition held in Wuhan every November. It was launched in Optics Valley of China in 2002 and co-sponsored by the Ministry of Industry and Information Technology and other national ministries and commissions and the Hubei Provincial People's Government. As the only government-sponsored optoelectronic event in Hubei Province

approved by the State Council, the exhibition covers laser technology, optical communication, application of optoelectronic technology and other fields. It has now become an internationally renowned professional exhibition, as the largest exhibition on optoelectronic in central and western regions and among the top three national exhibitions in this field.

In 2025, the 20th OVC EXPO, with the theme of “Light Links World, Wisdom Leads Future”, was first included in UNESCO’s global series of activities for the “International Day of Light”, making it a major focus in the global photoelectric field. With an exhibition area of 25,000 square meters, OVC EXPO 2025 attracted 390 enterprises from 12 countries and regions, including the United States, Germany, France, Russia, Nigeria and Malaysia, and brought together 24 academicians at home and abroad, over 40 international experts and over 230 well-known entrepreneurs to witness the unveiling of nearly 100 global cutting-edge optoelectronic technologies. The exhibition pushed out of traditional bounds, and set up the real representation of unmanned driving control equipment for air, space, land and marine navigation for the first time. With the integrated scenarios of “light + unmanned driving control equipment”, “light + robot” and “light + AI”, the supporting role of optoelectronic technology in emerging fields, such as low-altitude economy, smart cars and intelligent manufacturing was visualized, highlighting optoelectronic technology as a driver for industrial upgrading.

B. The multiplier effect of the MICE industry became more prominent

Wuhan intensified efforts to align MICE activities with commerce, culture, tourism, and sports to shape up the MICE+ ecosystem and leverage the multiplier effect of the MICE industry. This strategy has galvanized the growth of related industries such as culture and tourism, transportation, catering, and hospitality. For example, Wuhan Sports Consumption Expo 2025 was held concurrently with the Wuhan Marathon, featuring seven pavilions.

By combining trendy sports, local cuisine, culture and tourism, Wuhan reinvented visitor experiences around sports events with sightseeing, shopping, and cultural entertainment, injecting new vitality into sports-related consumption. The 25th Wuhan Motor Show 2025, with its distinctive focus on automotive-plus activities, creatively linked the show with culture, tourism, and charity. Its innovative program included a design competition around its unique “Han Xiaoche” IP, a parade through Wuhan’s city landmarks, culture and creative industry expos, and distribution of over RMB 10 million worth of consumer vouchers. The motor show has brokered nearly RMB 3 billion worth of transactions onsite, and the past three editions have driven over RMB 13 billion in consumer spending. The China Commercial Vehicles Show (CCVS) 2025 promoted collaborative innovation and international cooperation in new energy and intelligent technology across the entire commercial vehicle value chain by combining exhibitions, conferences, and competitions, setting up live demos and cold chain exhibition areas, and producing industry education activities.



Wuhan Motor Show

Founded in 1995, Wuhan Motor Show (WHMS) was sponsored by China Machinery Industry Federation and CCPIT Auto Sub-council, and organized by Wuhan CCPIT Sub-council. It is one of the five major auto shows in China, and the largest and most influential auto show in central China. In 2025, with the theme of “A New World of Intelligent Connectivity and Exciting New Driving Experiences”, the 25th Wuhan International Auto Show covered an area of 140,000 square meters. For the first time, 50,000 square meters of sub-venues were set up in Ezhou, Huangshi, Xianning and other metropolitan areas in Hubei province. The show attracted over 100 auto brands at home and abroad,

displaying over 1,000 models and launching over 20 new cars. During the show, the highest number of visitors in one day was nearly 60,000, driven a total sale of RMB3 billion on-site. For the past three sessions, the show had driven consumption of over RMB13 billion. Focusing on technology-led growth, this year's auto show not only set up a patent exhibition area, but also introduced humanoid robots and other smart technologies for interaction for the first time. In addition, the show introduced the trans-sectoral innovation of "automobile +", created an exclusive IP of "Hanxiaoche", organized a car parade across 12 city landmarks, and held the first exhibition on nearly 300 creative cultural products by people of talent. The show allowed special discount exceeding RMB10 million in total, including state subsidies for trade-ins of vehicles and brand subsidies, which greatly boosted consumption vitality in the region and fully demonstrated its key role as a platform in upgrading the auto sector and boosting consumption.

II. Targeted Policy Framework to Support High-Quality Development

Wuhan supports the high-quality development of its MICE industry through a comprehensive policy framework.

A. Master planning and design

On 28 November 2025, Wuhan unveiled its *Three-Year Action Plan for Positioning Wuhan as a World-class Center of the International MICE Industry (2025-2027)*. The plan outlines 17 priorities and provides a clear roadmap for the high-quality development of Wuhan's MICE industry.

B. Dedicated fiscal incentives

Wuhan has earmarked a development fund for the MICE industry. Pursuant to the

Administrative Measures for the Special Fund for Developing the MICE Industry in Wuhan, a professional trade show held in Wuhan can receive a cash reward up to RMB 2 million, and a high-level conference held in Wuhan can receive up to RMB 600,000. High-quality, high-level MICE projects consistent with Wuhan's "965" (9 pillar industries, 6 strategic emerging industries and 5 future industries) industry cluster strategy can receive an additional 10% cash reward. Furthermore, a one-off reward is available for MICE projects and organizations with international certification. Such measures fully leveraged the guidance and incentive function of fiscal resources.

III. Exhibition Venues in Operation and under Construction: Professional and State-of-the-art Infrastructure

Wuhan's four professional exhibition venues offer a total exhibition space of nearly 300,000 m², enough to accommodate 15,000 international standard booths. The well-developed supporting facilities also meet the diverse needs of exposition.

A. Existing venues

Key venues include the Wuhan International Expo Center (150,000 m², UFI certified and venue for many large national comprehensive exhibitions and international professional trade shows), the Wuhan International Convention and Exhibition Center (39,000 m² and ICCA certified), the China Optics Valley Convention and Exhibition Center (21,000 m² and UFI certified), and the China (Wuhan) Cultural Expo Center (45,000 m²). Smaller venues include Chenhu International Town (permanent site for the Wuhan Design Biennale, 27,000 m²) and the Yangtze River Financial Port International Convention and Exhibition Center (13,000 m²).

B. Venues under construction

Venues currently under construction in Wuhan include the Wuhan Tianhe International Center (300,000 m², with Phase I expected to be completed by 2027), Hankoubei International Trade City Exhibition Hall Complex (50,000 m², expected to be put into use in November

2026), and Chegu International Convention and Exhibition Center (35,000 m², expected to be put into use in June 2026).

IV. Key Learnings and Model Innovation

The booming development of Wuhan's MICE industry is attributed to a series of effective institutional innovations and exploratory practices.

A. Mechanism for deep industry engagement in exhibitions

The Wuhan Municipal Bureau of Commerce has established a 965 Industry-Exhibition Information Sharing Mechanism to strengthen interagency collaboration which can now align a complete industrial chain around one exhibition. It has also inspired other departments such as the Municipal Development and Reform Commission, the Municipal Science and Technology Innovation Bureau, the Municipal Bureau of Economy and Information Technology, and the Municipal Finance Bureau to integrate industry needs into exhibition activities, achieving the multiplier effect of activating an industry value chain with each exhibition.

B. Mutual reinforcement with commercial, cultural and tourism spending

Wuhan Convention and Exhibition Industry Association, Wuhan Catering Industry Association, Wuhan Hospitality Association, and Wuhan Tourism Association jointly established the nation's first commerce, culture, tourism, and exhibition consortium. This consortium aggregates resources from MICE activities, hospitality, catering, and cultural tourism into a one-stop service mini-program called Exhibition and Travel Pass. During large exhibition events, the consortium would promote the "ticket stub economy" by providing comprehensive services across catering, accommodation, tourism, and transportation to enhance the experience for exhibitors and visitors, and drive economic growth beyond the events. During the 13th China Food Ingredients E-commerce Festival, the consortium launched a Happy Spending in Wuhan campaign that aggregated 77 food and shopping deals and offers. During the China International Alcoholic Drinks Expo, a special pavilion for

famous and specialty products from Wuhan was set up and nearly 100 merchants across the city were mobilized to offer promotions.

C. Adoption of digital and smart technologies

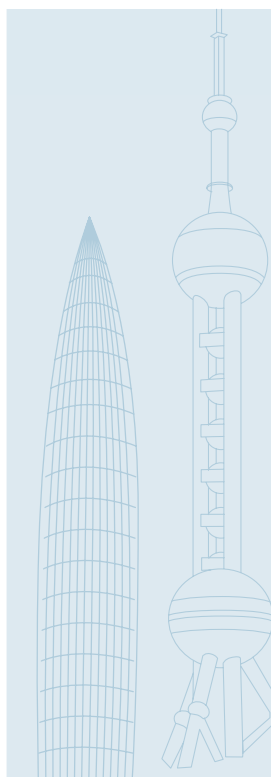
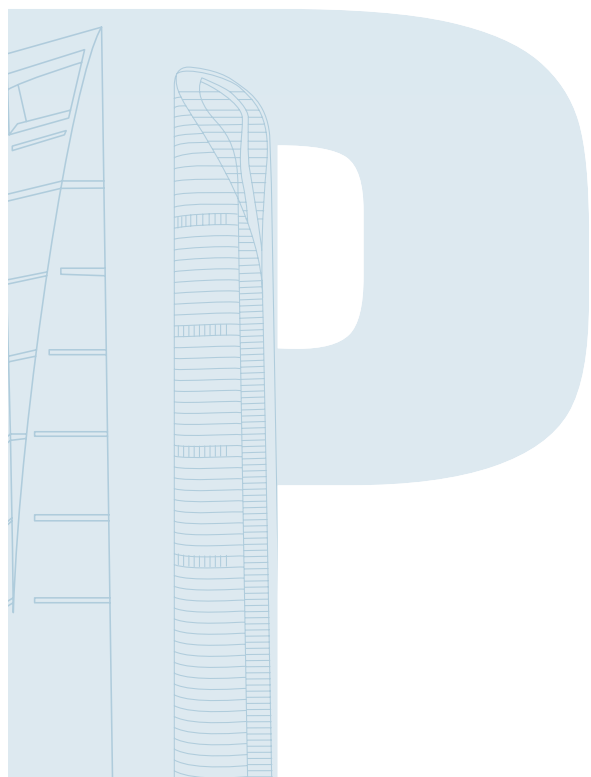
The Wuhan International Expo Center has achieved full 5G-A3CC network coverage, making it the first large venue in Central China to adopt this technology. It can meet the network demand of 100,000 visitors per day, improving the communication experience for exhibitors and visitors and providing the network infrastructure for new business cases such as glasses-free 3D and extended reality (XR). Furthermore, the Wuhan International Expo Center has upgraded its smart parking system, providing one-stop parking services through an app or mini-program.

D. A tiered structure of exhibitions

Focusing on both attraction and origination, Wuhan has increased efforts to attract well-known Chinese and international trade shows such as the International Agricultural Machinery Expo and the International Alcoholic Drinks Expo, while successfully producing more than 20 local exhibitions, such as the World Health Expo and the Optics Valley of China International Optoelectronic Expo.

Chapter 7

Outlook for China's Exhibition Industry in 2026



The 15th Five-Year Plan (FYP) period will be a crucial phase in China's all-round progress towards a modern socialist country. Strategic priorities such as expanding domestic demand, upgrading industries, digital transformation, and green development will be further advanced, providing ample space for the high-quality development of the exhibition industry. As a comprehensive platform linking supply and demand, connecting industry and consumers, and servicing Chinese and international markets, the exhibition industry, known for its economic multiplier effect on other industries, has become an important lever for implementing national strategies, driving urban transformation, and revitalizing the economy. Going forward, thanks to policy guidance and market incentives, China's exhibition industry will evolve at a faster pace towards higher-quality development.

I. The exhibition industry plays an increasingly prominent role in the development of a modern industrial system

The 15th FYP proposals outline the goals of “optimizing and upgrading traditional industries” and “cultivating and strengthening emerging and future industries,” and key actions such as “high-quality development of key manufacturing industrial chains,” “large-scale application and demonstration of new technologies, new products, and new scenarios,” and “enhanced integration and development of modern services and advanced manufacturing.” The exhibition industry runs through the entire process of building a modern industrial system. For traditional industries, exhibitions are important venues for supply-demand matching for high-quality development of the industrial chain. For emerging industries, exhibitions offer opportunities for initial launch and experience before large-scale demonstration and deployment of new technologies and new products. For modern services, exhibitions bring together producer services such as technical services, testing and certification, logistics and warehousing, and financial and credit which promise entry into an integrated industrial chain. In summary, the exhibition industry is not only an important window to showcase the achievements of new quality productive forces, but also a key enabler of industrial upgrading.

Many local governments have included the development of the exhibition industry as an important component of national economic and social development agenda during the 15th FYP period. With a focus on local strengths and clear positioning, they are looking to produce important trade shows, pursue innovation in the “exhibition+” space, and inject momentum into opening-up and economic cooperation and transition. For example, Beijing, Chongqing, and Hubei are committed to increasing the international recognition of their local expos; Guangdong and Zhejiang emphasize specialization and integrated development; and Jiangsu and Heilongjiang focus on cementing the exhibition infrastructure, including high-standard, large-scale professional exhibitions and the attraction of high-level exhibition organizations.

Table 7.1 – Highlights of 15th FYP Proposals of Selected Chinese Provinces Regarding the Development of the Exhibition Industry

Province	Highlights
Beijing	To host more international conferences and exhibitions and continuously strengthen capacity building as an international exchange center; continue to diversify MICE tourism offerings and promote the integrated development of culture, commerce, tourism, sports and exhibitions; improve the international recognition of business services such as exhibition and optimize and strengthen the modern services industry ¹ .
Guangdong	To successfully host exhibitions such as the Shenzhen International Cultural Industries Fair (ICIF) to encourage more cultural enterprises and excellent cultural products to go global; leverage exhibitions to effectively expand domestic market access and integrate domestic and foreign trade; develop services such as business services, logistics and exhibition ² .
Zhejiang	To produce high-quality major trade shows such as the Global Digital Trade Expo to further raise their influence and spillover effect; develop the “exhibition+” economy and become a leading region for transforming and upgrading consumption ³ .
Hubei	To support Wuhan’s ambition to become a world-class center for consumption and exhibition; improve world-class consumer spending conditions; actively develop the exhibition economy ⁴ .
Chongqing	To improve international exchange programs with unique and diverse characteristics, secure and cultivate major international exhibitions, and become a famous host of conventions and exhibitions ⁵ .

- 1 Source: Beijing Municipal Government website, https://www.beijing.gov.cn/ywdt/hyxx/sw/202511/t20251118_4284729.html.
- 2 Source: Guangdong Provincial Government website, https://www.cyqf.gov.cn/news_view.asp?id=10118.
- 3 Source: Zhejiang Provincial Government website, https://www.zj.gov.cn/col/col1229823372/art/2025/art_4b6e15e88f75429b951b37ee73c0d7fd.html.
- 4 Source: Hubei Provincial Government website, https://www.hubei.gov.cn/zwgk/hbyw/hbywqb/202512/t20251205_5827192.shtml.
- 5 Source: Chongqing Municipal Government website, https://www.cq.gov.cn/ywdt/jrcq/202512/t20251208_15217601.html.

Continued

Province	Highlights
Heilongjiang	To build platforms for cultural exchange; attract and cultivate high-level performing arts groups and exhibition organizations; develop the performing arts economy and exhibition economy ¹ .
Jiangsu	To further explore emerging markets; cultivate high-quality, large professional exhibitions and dual-center trade hubs ² .

Source: Publicly available information.

The exhibition industry is an important platform that runs through the entire process of optimizing traditional industries, nurturing emerging industries, and integrating modern services. By aggregating information and use cases, it reduces transaction costs. Through initial launch and experience, it accelerates the diffusion of innovation; and by aligning resources, it promotes collaborative innovation. The exhibition industry is set to generate continuous momentum for the development of a modern industrial system during the 15th FYP period.

II. The exhibition industry is playing an increasingly prominent role in leading new consumer demand and shaping new experiences

The 15th FYP proposals put strong emphasis on expanding domestic demand and promoting consumption, explicitly proposing to “expand the supply of high-quality consumer goods and services,” “create a number of new consumption scenarios with broad appeal and high visibility,” “develop more cities into international consumption centers,” and “expand inbound consumption.” As a hub matching supply and demand and integrating online and offline channels, an exhibition has core attributes such as scenario aggregation, immersive experiences, and product launch and debuts. This underscores its prominent role in ushering in new consumption scenarios. In particular, specialized expos such as consumer goods

1 Source: Heilongjiang Provincial Government website, https://www.hlj.gov.cn/hlj/c107856/202511/c00_31891379.shtml.
2 Source: Jiangsu Provincial Government website, https://www.zgjssw.gov.cn/yaowen/202512/t20251211_8544931.shtml.

expos, smart home expos, and chic and famous Chinese brand expos can effectively support brand promotion and cultivate new consumer demand through interactive experiences and scenario reproduction. Consumer goods expos and related activities are important components of becoming international consumption centers. The Ministry of Commerce's *Measures on Supporting the Cultivation and Development of International Consumption Centers* announces support for high-quality Chinese and international brands to conduct new product launches, debuts, and showcases, and to organize various large consumption promotion events¹. Overseas exhibitors and buyers entering China through exhibitions directly contribute to the goal of “expanding inbound consumption”. Therefore, exhibitions serve both as physical carriers of “new consumption scenarios” and as key channels for implementing policies such as the development of international consumption centers and the expansion of inbound consumption.

Local governments have reached a consensus on policy response, with many regions incorporating the “exhibition + consumption” model into their relevant policy frameworks. This is consistent with the 15th FYP proposals to expand domestic demand and promote consumption and forms a three-tiered policy matrix at the central, provincial, and municipal levels. For example, Jiangsu's *Several Measures on Accelerating the Development of the First-Launch Economy to Promote High-Quality Consumption* calls for expanding consumption scenarios such as first launches, first stores, first shows, and first exhibitions². Zhejiang's *Several Measures on Accelerating the Exhibition Economy to Boost Consumption* proposes leveraging its advantages in industry, openness, market, and location to accelerate the high-quality development of the exhibition economy, fully promote the “Explore Zhejiang through Exhibitions” brand, and amplify the consumption-stimulating effect of the exhibition economy³. Guangdong's *Several Measures on Promoting High-Quality Development of Service Consumption* proposes leveraging cultural and tourism activities such as the Guangdong International Tourism Industry Expo to boost the online popularity of the “Visit Guangdong”

1 Source: Chinese Government website, https://www.gov.cn/gongbao/2025/issue_11986/202504/content_7019255.html.

2 Source: Jiangsu Provincial Department of Commerce, https://doc.jiangsu.gov.cn/art/2025/5/16/art_87170_11594359.html.

3 Source: Zhejiang Provincial Department of Commerce, https://zcom.zj.gov.cn/art/2025/8/28/art_1229268091_2566682.html.

series of cultural and tourism brands, create branded exhibitions in the consumption space, and utilize the traffic around exhibitions such as the Canton Fair, the China Hi-Tech Fair, and the China International Cultural Industries Fair to drive spending on food, accommodation, transportation, tourism, shopping, and entertainment¹.

Looking ahead to the 15th FYP period, there will be dual upgrades to the way trade shows drive spending. The first upgrade is with business model, which will move from simply product display to a full-journey experience encompassing immersive scenarios, instant purchase conversion, and repeat online purchases and customer retention. The adoption rate of new technologies such as AR/VR, AI-powered intelligent shopping guides, and digital avatar livestreaming will significantly increase, effectively enhancing supply-demand matching efficiency and purchase conversion rates. The second upgrade is with content, with new consumption elements such as local trends, green initiatives, smart technologies, and health-conscious products featuring more prominently in trade shows. Exhibitions focusing on niche sectors such as winter sports, silver economy, pet products, and ACG (anime, comics, and games) culture will continue to grow rapidly, becoming important entry points for incubating new consumer brands.

III. The rapid development of the digital economy provides support and space for transforming the exhibition industry

The 15th FYP proposals call for “advancing the Digital China initiative,” emphasizing the need to “implement the ‘AI+’ action, promote deep integration of the real economy and the digital economy, increase the efficient supply of computing power, algorithms, and data, and enable industries across the board.” This provides high-level policy support for the digital transformation of the exhibition industry. The exhibition industry is an important use case of digital technology empowering the real economy. The continuous expansion of China’s digital economy and its accelerated integration with the real economy provide strong technical

1 Source: Guangdong Provincial People’s Government, https://www.gd.gov.cn/zwgk/wjk/qbwj/yfh/content/post_4670330.html.

support and vast application opportunities for the digital transformation of the exhibition industry.

China's digital economy continues to prosper. The size of China's digital economy grew from RMB 11.2 trillion in 2012 to RMB 53.9 trillion in 2023, an increase of 3.8 times over 11 years. China's digital infrastructure leads the world in terms of scale and technological sophistication. As of the end of June 2025, the total number of 5G base stations had reached 4.55 million, and the number of gigabit broadband users had reached 226 million. China also tops the world in terms of total computing power, with an average annual growth rate of approximately 30% over the past five years¹. In 2024, China accounted for 61.5% of the 45,000 new generative AI patents published globally, marking a new milestone in digital technology innovation. The China Academy of Information and Communications Technology predicts that the integration of digital and real economies will further unlock demand potential, and by 2030, the size of China's digital economy will exceed RMB 80 trillion.

Digital technology is rapidly penetrating all Chinese industries, generating more diverse scenarios for the integration of digital and real economies. In terms of industrial integration, China has built over 30,000 basic-level smart factories, over 1,200 advanced-level smart factories, and over 230 excellent-level smart factories. In the first quarter of 2025, China's digital economy generated business revenue of RMB 8.5 trillion, a year-on-year increase of 9.4%, with growth accelerating by 4.4 percentage points compared to the same period last year. Among this, the manufacturing and service sectors grew by 10.4% and 8.2%, respectively, demonstrating the salient “enabling” power of digital technology. In terms of boosting consumption, China has remained the world's largest online retail market for 11 consecutive years, with the highest mobile payment penetration rate globally. Emerging services such as ride-hailing, food delivery, digital culture and tourism, and online healthcare continue to grow and expand.

Looking ahead, as the Digital China initiative further progresses, the digital transformation of the exhibitions industry in China will show three intensifying trends. First, technological integration will deepen. Tools such as AI, digital twins, and specialized exhi-

1 Source: Cyberspace Administration of China, https://www.cac.gov.cn/2025-12/17/c_1767700566045456.htm.

bition databases will see broader adoption and higher maturity, elevating the online+in-person hybrid operations of major and international exhibitions. Second, data interoperability will become more seamless. Leveraging the nationwide integrated computing infrastructure and industrial internet platforms, trade show organizers will have end-to-end online visibility for exhibits, orders, logistics, and settlements, thus eliminating data silos across different steps and actors. Third, policy support will become more targeted. National, provincial, and municipal authorities will coordinate their policies, offering targeted support for the digitalization of exhibitions through measures such as dedicated funding support and project-specific guidance.

IV. The broadening green agenda continues to drive the green transition of the exhibition industry

The 15th FYP proposals call for “accelerating the green economic and social transformation on all fronts” and “coordinating efforts around the leading goals of carbon peaking and carbon neutrality to reduce emissions, cut pollution, expand green coverage and boost the momentum of green development.” As a platform with short-term concentration of production and consumption activities, the exhibition industry acts as a crucial hub for showcasing green ideas and implementing green standards. Its multiplier effect in energy conservation, emissions reduction, and stimulating the green economy should not be underestimated. The green transition of exhibitions is a pragmatic measure for advancing green development and an essential requirement for the high-quality development of the exhibition industry.

China's green economy enjoys promising prospects. A World Economic Forum report¹ estimates the size of the global green economy at over USD 5 trillion in 2024 and projects it to grow to over USD 7 trillion by 2030, making it one of the most dynamic growth sectors globally, second only to technology. By the end of 2024, China had established 451 green design enterprises, developed and promoted over 40,000 green products, and cultivated 6,430

1 Source: World Economic Forum, <https://www.weforum.org/publications/already-a-multi-trillion-dollar-market-ceo-guide-to-growth-in-the-green-economy/>.

national-level green factories and 491 green industrial parks. National-level green factories now account for over 20% of the total output.

At both national and sub-national levels, there is a strong push behind the green transition of the exhibition industry. As early as 2021, the State Council issued the *Guiding Opinions on Accelerating the Establishment and Improvement of a Green, Low-Carbon, and Circular Economic System*, which set forth clear requirements for “promoting the green development of the exhibition industry, formulating relevant green standards, and encouraging the circular use of exhibition facilities¹.” On 30 October 2025, the Ministry of Commerce (MOFCOM) issued the *Implementation Opinions on Expanding Green Trade*, calling for the green transition of exhibitions². In this regard, MOFCOM clearly stated that it would further promote the green transition of exhibitions by strengthening standardized management, statistical monitoring, and fostering green exhibition standards³. The industry has also embraced this policy. In November 2025, the China International Exhibition Center (CIEC) Group released the Initiative for Sustainable Development of the Exhibition Industry in the New Era⁴, proposing key measures such as deepening multilateral cooperation, establishing robust exhibition service standards, promoting business model innovation, and implementing the Dual Carbon agenda. These measures aim to shape a new model of low-carbon, zero-waste green exhibitions. In December, the Convention and Exhibition Industry Alliance Initiative launched at the Taiyuan Convention and Exhibition Industry Innovation and Development Conference called for innovation in content and format, greener and low-carbon exhibition models, use of eco-friendly materials, and sustainable development of the exhibition industry⁵.

Under a green, low-carbon, and circular economic system, green exhibitions will show characteristics of “unified standards, online data, and low emissions across the entire value

1 Source: Central Government of the People's Republic of China, https://www.gov.cn/zhengce/content/2021-02/22/content_5588274.htm.

2 Source: Ministry of Commerce of China, https://www.mofcom.gov.cn/zcfb/dwmygl/art/2025/art_93d8c16b4f194913848b475e0a261d6c.html.

3 Source: China Government Website, https://www.gov.cn/zccfh/2025zccfh/20251031/wzsl/202510/content_7046563.htm.

4 Note: CIEC Group is an important vehicle under the China Council for the Promotion of International Trade (CCPIT) to carry out exhibition activities.

5 Source: Taiyuan Municipal Government website, <https://www.taiyuan.gov.cn/zwyw/20251216/30272356.html>.

chain.” At the national level, top-level design and systematic planning of a green standard framework will be carried out, and national standards for green exhibition rating will be unveiled. Local governments will provide tiered rewards to exhibitions that achieve zero-carbon certification. Carbon emission data from exhibitions will be integrated into the national emissions trading scheme, and carbon footprints will be disclosed in real time. The entire value chain of “exhibition booths, logistics and catering” will become decarbonized and eco-friendly, acting as main differentiators of high-quality development of the exhibition industry under the “Dual Carbon” goals.

V. Cities will increasingly compete on differentiated value propositions of their exhibition industry

During the 15th FYP period, consistent with the priorities and goals such as building a modern industrial system, cementing and expanding the foundation of the real economy, and promoting comprehensive green economic and social transformation, the exhibition industry, while pursuing its own high-quality development agenda, will continue to amplify its multiplier effect and provide a strong impetus for socio-economic development. Against this backdrop, provinces and cities across China have prioritized the exhibition industry. From top-tier metropolitan cities to regional capitals, from transportation hubs to county-level exhibition clusters, various regions have introduced a flurry of favorable policies, striving to position the exhibition industry as an important platform for industrial upgrading and consumption growth. At the same time, regions are leveraging their local advantages to compete on differentiated value propositions and strategies. Together, they make up a new national fabric of flourishing exhibition industry and a vibrant competition landscape across cities.

China’s exhibition economy is currently characterized by a three-tiered competitive landscape involving international metropolises, regional capitals, and specialized cities. At the top tier, international metropolises focus on world-class trade shows, striving to enhance their reputation as global exhibition hubs. Leveraging their infrastructure, industrial foundation, and openness, these cities aim to dominate the premium segment of the exhibition economy and secure world-class exhibition resources. At the middle tier, regional hubs mainly target

key national trade shows to strengthen their regional influence and drive economic spillover. Building on their locational strengths, these cities host key national trade shows to stimulate consumption and foster urban development through the exhibition economy. At the third tier, cities with specialized industries leverage their local strengths to create distinctive industry trade shows. These cities cultivated specialized exhibitions based on their dominant industries and achieved economic benefits through differentiated positioning and the integration of exhibition and industry. For example, Yongkang in Zhejiang, known as the “Hardware Capital of China,” aligns its exhibition economy deeply with the hardware industry. By consistently nurturing hardware-related exhibitions, Yongkang has attracted key players from the Chinese and international hardware sectors, driving the transformation, upgrading, and market expansion of its local hardware industry. Similarly, Yibin in Sichuan, often called the “Power Battery Capital,” hosts exhibitions like the World Power Battery Conference to foster mutual reinforcement and integration between exhibition and industry. Such specialized exhibitions not only generate direct spending but also foster interactions from upstream to downstream of the industrial value chain, offering these cities a specialized value proposition to compete in the exhibition economy.

In the future, thanks to the pay-off of policy dividends and the optimization and upgrading of industrial structures, exhibition resources will be redistributed among cities of different tiers at a faster pace. The exhibition economy will thus become a highly productive and new competitive arena for Chinese cities and such competition will only intensify. Cities are ramping up policy incentives, improving the business climate, and enhancing services to attract exhibition resources.

