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Fresh faces are a constant feature at the China International Import Expo with its ever-increasing scale and influence. At this year's CIIE, first-time exhibitors come with their proud products and hold high expectations of the fair.

The CIIE provides an important platform for them to connect with consumers in China, a booming and diversified market. They come from various industries such as medical and health care, food, apparel, information technology and manufacturing.

UCB, a Belgium-based global biopharmaceutical company, is making its debut at the 5th CIIE, showcasing several innovative medicines covering neurology, immunology, bone health and rare diseases.

"The CIIE has become a great platform for the China debut of global innovative medicines and cutting-edge technologies," said Alexandre Moreau, president of UCB China.

"China is one of the most important markets for UCB globally. In the past few years, UCB has transformed the portfolio in China to reflect our focus on innovation. The implementation of the Healthy China strategy reinforced our confidence in this market. We would like to take this opportunity to further promote innovation and improve patient access to novel solutions."

In cooperation with domestic experts, UCB co-launched an epilepsy toolkit, "100 Questions about the Quality Care for Children with Epilepsy," at the expo. It is designed to provide the necessary basic disease information and long-term management knowledge for parents, teachers and other caregivers of children suffering from epilepsy.

UCB and the China Association Against Epilepsy also announced the launch of a training program to better develop talent and improve the overall proficiency of epilepsy diagnosis and treatment.

Unity, a digital platform for creating and operating interactive real-time 3D content, has found new "friends" in its CIIE debut this year.

During a Unity-held metaverse ecosystem forum, Unity China signed cooperation agreements with local firms, including Migu, Alibaba, OPPO and PCI-Suntek Technology. Through the agreements, the companies will empower various industries to "present a more real-time, interactive and 3D world of the future."

Unity's technology and solutions are

First-time exhibitors voice high expectations of CIIE



Unity showcases its 3D and metaverse innovations at this year's CIIE. — Dong Jun

widely used in gaming and various other industries. Its engines are used in about 70 percent of the most popular games, including the League of Legends and Genshin Impact.

Unity China aims to expand into more sectors in China amid growing market demand in industries such as auto, manufacturing and infrastructure construction.

"China is going to be the biggest Digital Twin market globally and therefore become the top metaverse market worldwide," said Zhang Junbo, Unity China president.

At present, Unity's 3D and metaverse technologies are also used in automaking, architecture, industrial manufacturing, culture, tourism, e-commerce and retail, media and entertainment sectors.

Unity's strategy fits well with Shanghai's development blueprint, with plans to build a highland of metaverse with an industry scale of over 350 billion yuan (US\$48.6 billion) by 2025.

Entering the Chinese market in



Seafood from Norway is displayed at the import expo. — Ti Gong

2012, Unity now has more than 2 million monthly active developers in the country.

On Monday, Unity, Tencent Cloud and Frost & Sullivan issued a China Industrial Metaverse White Paper at the CIIE.

The Norwegian Seafood Council, making its debut at the CIIE, is introducing mouthwatering seafood from Norway to Chinese consumers.

The Seafood from Norway stand in the food and agricultural exhibition area also gathers eight Norwegian seafood companies at the expo for the first time.

"The CIIE is a valuable platform for the Norwegian seafood industry and companies to better understand the Chinese market," said Andreas Thorud, director for the China market at the council.