



Canada Goose participates in the CIIE for the first time. — Jiang Xiaowei

“We hope that through this international event, we can meet more like-minded partners, achieve win-win strategic cooperation, and bring delicious, nutritious and sustainable Norwegian seafood to the table of Chinese consumers.”

Norway and China share a long-held seafood partnership. Over the last two decades, Norway’s seafood industry has collaborated closely with China to develop the Chinese market for Norwegian seafood.

In the first 10 months of this year, Norway’s seafood exports to China reached 160,632 tons, an increase of 6 percent from a year earlier. The export value totaled 6.4 billion Norwegian krone (US\$623.5 million), up 46 percent year on year.

Canada Goose is making its CIIE debut by displaying the brand’s heritage, products and sustainability commitments and progress in a 200-square-meter space.

“The CIIE is a prominent platform for us to showcase what we bring to this important market and how we are participating in China’s continued growth. It is an honor to be one of the newest members of the CIIE community,” said Dani Reiss, chairman and CEO of Canada Goose.

“We continue to invest meaningfully for the long term in China and believe in the significant long-term opportunities ahead of us in market.”

Alcon, a global leader in eye care, has brought 38 innovative products in its first appearance at the CIIE. Fourteen of the products haven’t been marketed in China yet.

These products include a type of ophthalmic microscope, which offers clearer view during eye surgery; innovative artificial lens for cataract patients; a treatment system for people with dry eyes; and the world’s first monthly replacement contact lenses with water gradient technology.

Five years in a row! Import expo cultivates intimacy with MNCs

Ding Yining

FIVE years are perhaps long enough to test the nature of a relationship, and for the China International Import Expo, it has cultivated a cluster of multinational corporations that have long-standing loyalties enabling them to come along with the event all the way.

Having witnessed the productive results in the past five years, they benefit from CIIE and keep investing in the country in order to strengthen their engagement with the vast market in China.

As one of the largest exhibitors and the rotating chairman of the CIIE Enterprise Alliance, L’Oréal has been an “old friend” of CIIE. It considers the event an excellent illustration of China’s resolve to continue opening-up and its robust economic resilience.

Fabrice Megarbane, president of L’Oréal North Asia

Zone and CEO of L’Oréal China, said: “I’ve been very close to this event and have seen it grow bigger and bigger every year.”

Special chemicals company Evonik is another five-year exhibitor at CIIE. Asked why it is so attached to CIIE, Evonik China’s President Xia Fuliang said: “Evonik attended the first CIIE in 2018, and it enabled us to open a new chapter in our business development in China.”

“This year, we have again noticed increasing market demand for innovative products and technologies as well as sustainable solutions, and we will continue to drive green transformation within the company and contribute to the innovative and low-carbon development of the Chinese industries,” Xia said.

South Korean cosmetics company Amorepacific also makes its fifth straight participation at the expo.

The company has relocated to an integrated industry park in Jiading District, which includes manufacturing, research and logistics. It said it would continue with its local research efforts.

Mike Hwang, president of Amorepacific China, said the company plans to concentrate on premium lines and personal-care products with high efficacy to better meet local lifestyle expectations.

“The CIIE is an excellent platform for us to gain insights into local demands, and we have been speeding up the introduction of new products and technologies into China since our first presence in 2018,” he added.

Lee Yunha, director of the Amorepacific Shanghai D&I Center, said anti-aging and whitening skincare will be the center of attention over the next several years in order to meet local demand.

For the eye-care and eyewear company EssilorLuxottica, it regards the expo as a crucial event for promoting partnerships and eye-care knowledge.

“CIIE has become one of the most important places for us to present and deliver new products, experience and concepts to the Chinese market, and we have successfully brought several innovative exhibits to the market,” said KL Lim, head of professional solutions at EssilorLuxottica China.

Lego Group highlights the significant role CIIE has played in showcasing China’s commitment to advancing opening-up and bridging global enterprises with local partners and stakeholders.

This year, the 396-

square-meter Lego booth is also hosting a 90-second competition for visitors to build their own tailor-made models.

German technology giant Heraeus has moved to the Energy, Low Carbon and Environmental Protection Technology Zone for the first time this year after four years of continued expansion of its CIIE booth.

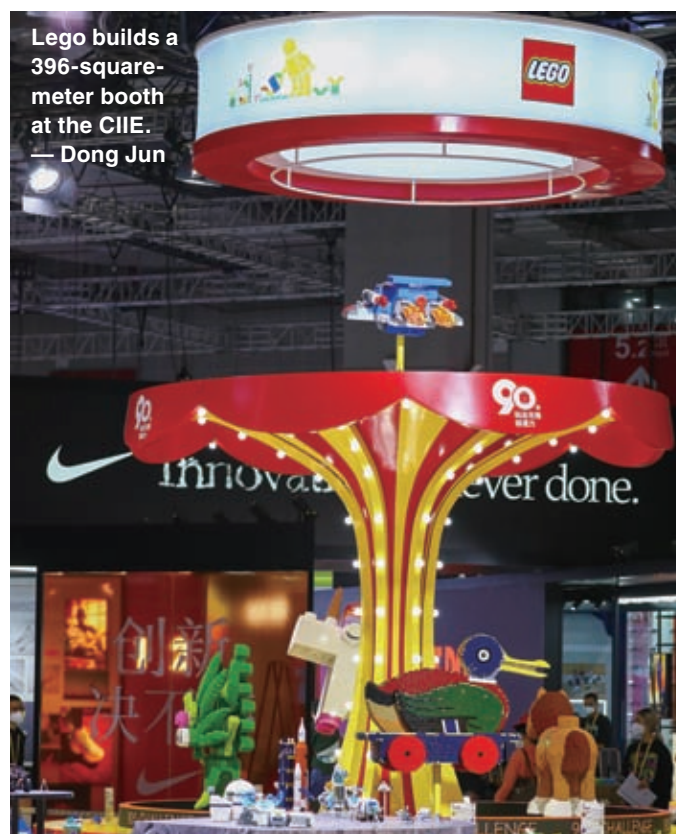
Jan Rinnert, CEO of Heraeus Group, said CIIE has provided the company with an excellent opportunity to share and explore opportunities.

“This year, we will combine Heraeus’ technical expertise with the Chinese customers’ growing environmental protection needs, and Heraeus hopes to join hands with customers and the industry to help China achieve its climate goals,” Rinnert said via a video clip.

Cindy Ruan, vice president of IKEA China, said the company has long-term expectations for China’s market potential and the import expo presents a fantastic opportunity, given China’s commitment to continuing opening up its economy.

Stephen Fung, China president of Fung Group, said the trading conglomerate has recognized the enormous potential for trade in services since the first CIIE in 2018 and showcasing its supply-chain solutions at the fair enables it to fully optimize its products and services in order to expand the domestic market.

The company, whose operations include logistics, distribution, and retail, noted the trade in services sector complements its vast array of services for various industries.



Lego builds a 396-square-meter booth at the CIIE. — Dong Jun