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US\$73.52b deals as 5th CIIE closes

Huang Yixuan

THE 5th China International Import Expo wrapped up last Thursday, with tentative deals worth a total of US\$73.52 billion reached for one-year purchases of goods and services.

The amount was up 3.9 percent from that at last year's expo, according to Sun Chenghai, deputy director of the CIIE Bureau.

The expo venue recorded more than 461,000 visits.

A total of 145 countries, regions and international organizations attended the expo, and more than 2,800 enterprises from 127 countries and regions participated in the business exhibition.

As a high-profile platform, the expo this year served as the stage for the debut of 438 new products, technologies and services of various companies from all over the world, a higher number than last year.

Of note, the e-CIIE 2022 Intelligent Industry and Information Technology online platform, which made its debut during the fifth CIIE, saw the participation of 368 exhibitors from the intelligent industrial and information technology sector.

A total of 64 livestreams and broadcasts were shown on the platform during the six-day expo, attracting over 600,000 views in total.

Domestic and international buyers from authorities and industries actively registered for the event. This year, four industry trade groups and more than 100 industry sub-groups



Some contracted enterprises of the 6th CIIE — Dong Jun

entered the venue for on-site communication and purchase for the first time, along with 39 government trading groups and approximately 600 sub-groups.

In the business exhibition section, Sun noted the higher quality of exhibitors. Approximately 90 percent of the global Fortune 500 enterprises and industry leaders who participated in previous editions of the CIIE maintained their presence this year,

bringing the total number of these prominent companies to 284.

The food and agricultural products section saw the widest range and largest number of participating countries and firms, boasting 1,076 companies from 104 countries while the automobile exhibition hall showcased the latest products and technologies from auto firms highlighting smart and low-carbon technologies.

Smartphones with new Snapdragon platform launched

Zhu Shenshen

CHINESE brands on Wednesday became the first batch of vendors to announce the unveiling of smartphones with the next-generation Snapdragon platform, which will "revolutionize" handsets in 2023.

The platform will bring optimized features to billions of mobile users on 5G, Wi-Fi, camera, artificial intelligence translation and gaming, to woo consumers in a tough market environment.

The spotlight features of Qualcomm's new Snapdragon 8 Gen 2 include a faster AI-powered 5G connection, greatly improved energy efficiency meaning longer usage time, a 200-mega-pixel camera and mobile ray-tracing for gaming, which used to be only available in high-end computer graphic cards.

It will "revolutionize the landscape of flagship smartphones in 2023," according to Qualcomm.

Chinese brands, including Honor, iQOO, Motorola (owned by Lenovo), Nubia, OnePlus, OPPO, Vivo, Xiaomi and ZTE, are expected to unveil the new phones by the end of 2022, being the first batch of commercial devices with Snapdragon 8 Gen 2.

Firms including OPPO, Vivo, Lenovo and game designer NetEase are excited to offer mobile ray tracing features in their new devices, which will help them attract game fans.

Compared with previous generation models, OPPO and Qualcomm can increase ray tracing render efficiency by five times while using much less power, Tian Yizhen, principal manager of graphic products at OPPO, said.

China's smartphone sales declined 12 percent year on year in the third quarter, due to many challenges, including the pandemic.