



L'Oréal's booth drew a huge crowd at the CIIE. — Ti Gong

management approach for diabetes patients would be deployed at local chain pharmacies through AstraZeneca's latest partnership signed this year.

"With China's rich digital ecosystem we also want to fully mobilize resources to work with the best local partners," Wang added.

The CIIE has served as a catalyst for multinational companies' further development in China. Ascentage Pharma and AstraZeneca entered into clinical collaboration on the registrational phase III study for an investigational treatment for hematologic malignancy, the latest move from the multinational to join with local partners.

The Port of Hamburg is exhibiting at CIIE for the sixth time in a row. As the world's largest rail-port, it plays a central role as a logistics hub for Central and Eastern Europe.

"China has been the most important trading partner of our port for years," said Inga Gurries, head of Market Development Asia of the Port of Hamburg, at the site of CIIE. "We always have a close relation with our Chinese partners and customers."

The CIIE offers an opportunity for closer ties and possibilities of new development. This year, the Port of Hamburg highlights the hinterland transportation at the event. It said more than half of all goods coming from or going to the hinterland are transported by rail, and over 200 freight trains run on Hamburg's tracks every day.



The Spring Festival Auspicious Dragon is one of the five Spring Festival-themed sets launched by Lego Group at the CIIE on Monday. — Ti Gong

In total, the rail transport companies offer almost 2,000 container train connections every week. This ensures that the goods reach their destination quickly and reliably.

"As the third largest all-purpose port in Europe, we also offer a solution for handling all types of goods, making it particularly attractive for traders," Gurries said.

Celebrating the upcoming Chinese New Year of the Dragon, the LEGO Group has lined up five Spring Festival-themed sets for this CIIE.

Those include the Spring Festival Auspicious Dragon, a Family Reunion Celebration, as well as a festive new year calendar with celebratory elements.

"There might be no better place for us to reveal sets inspired by Chinese culture and traditions than the CIIE," said Paul Huang, senior vice president of the LEGO

Group and general manager of LEGO China.

Since the first CIIE in 2018, LEGO has unveiled 24 novelties at the expo, among which 16 sets are from the LEGO Monkie Kid theme and the Chinese Traditional Festival portfolio, all of which received warm market response.

L'Oréal, also a "full-time" CIIE exhibitor, announced an agreement earlier this year to make a minority investment in Shanghai biotech startup Shinehigh Innovation to co-develop novel and sustainable beauty solutions.

The investment was made through Shanghai Meicifang Investment Co Ltd with the support from the "Business Opportunities for L'Oréal Development," the beauty giant's strategic innovation venture capital fund affiliate.

"The CIIE serves as the bridge between the rest of the world and



CIIE booth of AstraZeneca— Ti Gong

China," said Fabrice Megarbane, chief executive officer of L'Oréal China and president of the North Asia Zone.

"We fully leverage the platform to get the best of the world to China, and at the same time also show the best of China to the world," he said.

The company has introduced 10 new brands in the past five years through the CIIE.

This year, at the Big Bang Beauty Tech Innovation Incubation Exhibition special area, six startups from Japan, four from South Korea, and six from France are presenting their offerings to help them better interact with the ecosystem in China.

"I'm a big believer in this market while consumers have shown a more diverse and sophisticated demand for beauty and personal care over the past few years and their mood kept changing," Megarbane said.