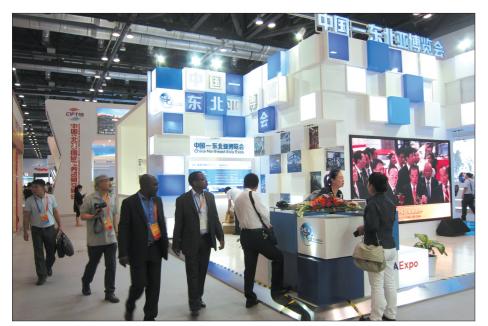
## expospecial 7



The China-Northeast Asia Expo attracts a large number of international visitors annually.



The sixth High-Level Forum on Northeast Asia Economic and Trade Cooperation. The forum is an annual event held concurrently with the expo.

# **CNEA Expo has big part in natl strategy**

Event gets OK from the central govt to take new name, role

#### By XU XIAO xuxiao@chinadailu.com.cn

The ninth China-Northeast Asia Expo will be held in Changchun, Jilin province, from Sept 6 to 11.

The Ministry of Commerce, the National Development and Reform Commission, and Jilin province are co-hosting the event.

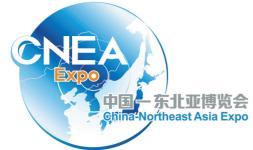
The expo has become an important channel for dialogue among Northeast Asian countries. It is also a bridge for trade cooperation in China's Northeast as well as a communication platform for people in the area

#### Larger scale

Last September, the State Council gave the China Jilin-Northeast Asia Investment and Trade Expo permission to change its name to the China-Northeast Asia Expo.

Though it is just a small change to the wording of the title, the move has major implications, the expo's organizers say. It indicates that the expo covers a larger area and has been elevated to the level of a national event.

The name change signals that the expo has become



an important strategic platernment has formulated a series of plans to develop the form for opening China to Northeast Asia in terms of northeastern region. It released a strategic plan to revitalize communication and cooptraditional industrial bases in "Since its establishment,

gen, a member of the pro-vincial Party committee and

"After the name change,

the expo will play important

roles in three aspects," Chen

First, the expo will cre-

ate a dialogue about regional

economic cooperation. North-

east Asia's regional economy

accounts for one-fifth of the

world's total. Its great potential

has drawn the attention of the

Making the expo into a

State-level event oriented

toward Northeast Asia shows

the central government's active

attitude about economic and

trade cooperation with other

Since 2003, the central gov-

countries in the region.

Northeast China.

deputy governor of Jilin.

eration

said.

world

Northeast China. Third, the expo will promote we have been devoted to building a high-end and regional cooperation in the practical expo for commuyears to come nication and cooperation Over the last eight years, the among Northeast Asian expo has held several fruitful countries," said Chen Wei-

international forums, at which Chinese leaders and government heads from other Northeast Asian countries have participated.

Currently, the expo is the premier space for leaders in the region to discuss issues concerning enlarging regional cooperation and deepening

ties During the eighth expo, 140 government officials at the level of vice-minister or higher took part.

At the sixth Northeast Asia Trade and Cooperation Forum in 2012, Wang Qishan, then vice-premier of the State Council, said the expo had

become an important platform for practical cooperation. He said he hopes to strength-

Second, the expo will accelerate a national strategy to en communication and cooperation to achieve real results boost the development of and better serve the people.

Yim Chhayly, deputy prime minister of Cambodia, said: The China-Northeast Asia Expo has great potential. I hope we can strengthen and

enlarge economic and trade cooperation among countries in Northeast Asia? e-do, a senior offi



Foreign exhibitors and visitors flock to the China-Northeast Asia Expo, which offers a variety of opportunities for them to get to know Jilin as well as China.

part in the eighth expo, and 2,600 standard booths were on display.

Of that total, 443 came from overseas, accounting for 67 percent, an increase of 26 percentage points from the previous expo.

John Deere, a Fortune 500 company, is a loyal fan of the expo

This year will be the fourth year for the US manufacturer of farming equipment to attend.

Its tractors, harvesters and golf playground facilities on display attracted a large audience and received positive feedback at previous events.

Tire manufacturer Kumho has been part of the expo since it was first held in 2005. During that event, Kumho signed an agreement with the Changc-



Leaders from business and government circles attend the second Global Economic Leaders Summit at the expo last year

PHOTOS PROVIDED TO CHINA DAILY



Investors hold in-depth negotiations with local project initiators



Foreign visitors share a light moment.

DING LUYANG / CHINA DAILY

cial at the Ministry of Knowledge Economy, the Republic of Korea, said the Northeast Asia region has undergone unprecedented changes during recent years. Several development plans have been put into place recently by various countries in the region, such as China's strategy to develop its northeastern area, Russia's plan to better utilize the Far East to develop its eastern coast.

"Due to these plans, the Northeast Asian economic circle will become a world economic center and a new source of growth momentum," he said. The China-Northeast Asia Expo plays a vital role in further deepening cooperative ties among Northeast Asian countries. Many participants in the expo are Fortune 500 companies, top State-owned

enterprises as well as leading privately owned companies. Some 600 companies took

iun government to factory in the city.

As an important bridge between China and South Korea, the expo has done much to fuel Kumho's development in China and across the globe. Statistics show that since the first expo was held, more than 600 companies that are either Fortune 500 or big multinational enterprises have participated in the expo.

#### New feature

This year's expo is the first to be held under the new name With the goal of continual improvement, the ninth expo has several highlights.

To cater to the global trend, the ninth expo will have a service trade fair to attract businesses from China and abroad to communicate with each other.

The second International Sourcing Fair is expected to draw more than 200 buyers and traders.



### Professional buyers from overseas attend the expo

The number of the world's top 500 companies, large multinational companies as well as renowned domestic buy-

ers and traders will double the

This year marks the 10th

anniversary of the start of

China's strategy to revive the

traditional industrial bases of

total last year.

the Northeast.

Thus, the ninth expo will establish a pavilion to commemorate this strategy.

In addition, other pavilions for the modern service industry and emerging industries as well as specialized booths for Hong Kong and Taiwan will be on display during the expo. DING LUYANG / CHINA DAILY

The ninth expo will feature a series of conferences and forums to broaden regional communication and cooperation.

They include the seventh Northeast Asia high-level forum, at which official leaders from Northeast Asia countries will give speeches.