

Big, influential and international, anniversary fair comes to town

Large crowds drawn by prospects of insights into B&R, investment, development, **Liang Kaiyan** reports.

The formidable juggernaut that is the China International Fair for Investment and Trade successfully kicked off in Xiamen in Fujian province on Saturday, drawing major crowds hoping to get valuable insights into major global shifts and developments.

CIFT's 20th anniversary staging — with the theme “implementing the new concept of development, integrating the Belt and Road Initiative and facilitating bilateral investment” — runs to Tuesday.

Organizers said in all, the fair is expected to attract about 120,000 visitors from over 110 countries and regions. They're being drawn by an exhibition area of 130,000 square meters, 6,000 stands and 16 themed exhibitions focusing on such hot-button topics as investing in China, international investment, modern services industries, cross-border e-commerce and emerging industries.

CIFT was set up 20 years ago to be a bridge for strengthening cooperation and seeking mutual development between China and the rest of the world and has since become a window for China's opening-up, said Wang Shouwen, vice-minister of commerce.

This year the fair is featuring the Maritime Silk Road Countries Pavilion, boasting an area of 2,000 square meters and 120 exhibitions, which has attracted the participation of over 20 countries involved in the Maritime Silk Road.

Among these were 10 members of the Association of Southeast Asian Nations, including the Philippines and Malaysia.

It's the first time these countries banded together in such a way at the fair, to demonstrate the fruits of their engagement and to share details about business outcomes, said Zheng Peizhi, general president of the Malaysia Xiamen Chamber of Commerce.

Zheng said that through the pavilion, traditional products from the Silk Road are being showcased such as tea, porcelain and silk — demonstrating their rich links to the Belt and Road Initiative.

“We have a clear intention to cooperate on many projects,” he said. Malaysia had demonstrated its projects including real estate, he added.

John Paul B. Inigo, commercial vice-consul at the Philippine Consulate General in Guangzhou, said his country looked forward to more investment from China.

“We have seen a lot of the Philippines' companies come to Fujian province,” he said, adding that Manila sought more investment from China, especially for the manufacturing industry.

A spotlight at the event also shone on Yunnan province and the Czech Republic, which achieved a high profile through a series of successful initiatives.



Covering an area of 2,000 square meters and boasting 120 exhibitions, the Maritime Silk Road Countries Pavilion at this year's CIFT in Xiamen, Fujian province, attracts more than 20 countries involved in the Maritime Silk Road. PHOTOS BY XIAO DA / CHINA DAILY



Participants discuss business opportunities at the Czech Republic's 500-square-meter pavilion. WU XIAOPING / FOR CHINA DAILY



As the guest province of honor, Yunnan province showcases its resources in various key fields during the event.

“We are improving our business environment and will promote it on an international level to attract top enterprises from home and abroad.”

Zhao Ruijun, head of the Yunnan Department of Commerce

Organizers said that as the guest province of honor, Yunnan demonstrated its resources in various fields and reached important business and investment deals.

Located at the junction of the Belt and Road Initiative and the Yangtze River Economic Belt, Yunnan is set to play a more important role as a new center of China's economic development, said Zhao Ruijun, head of the Yunnan Department of Commerce.



Staff member displays high-quality fruit produced in Yunnan at the province's stand during the event. WU XIAOPING / FOR CHINA DAILY

“We are improving our business environment and will promote it on an international level to attract top enterprises from home and abroad,” Zhao said.

The province signed off at CIFT on a total of 39 investment and business deals — ranging from logistics, health, education and energy — worth a massive 51.28 billion yuan (\$7.50 billion).

Yunnan is fertile for the development of green energy and possesses a large market

for investors from home and abroad, said Zhang Chunhong, deputy director of the province's energy bureau.

He said it invited leading companies to come there to further its economic success story.

CIFT's guest host country, the Czech Republic, demonstrated its own business and commercial flair at its 500-sq-m pavilion and at a seminar.

“It is the first year we are exhibiting here as guest country of honor,” said Klara Jurco-

va, deputy head of mission at the country's embassy in China.

She said the fair was the “ideal platform” for promoting her country to important markets and it was also an opportunity for the Czech Republic to introduce its products for export to China — such as cars, high technology and consumer products — and to introduce its investment and tourist industries.

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Government officials and representatives from internet platforms exchange views at the 2018 We-media Expo, a part of the 20th China International Fair for Investment and Trade in Xiamen.

‘We-media’ platforms describe rapid growth at Xiamen trade expo

By **CAO YINGYING**
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People using WeChat, Weibo and other online platforms to do business are facing numerous challenges posed by rapid growth, according to participants at the 2018 We-media Expo, a part of the 20th China International Fair for Investment and Trade, held in Xiamen, Fujian province.

“We-media” is a general term for internet platforms that deliver business information to people in an electronic format.

According to the statistics released at the expo, business is booming.

A total of 500,000 WeChat official accounts are updated every day, with 5 billion daily WeChat page views.

There were 700 We-media platforms selling products online in the end of 2016 and the number increased to 10,000 by 2017.

This year, the number of content e-commerce accounts, which sell goods and services to consumers through words, pictures and videos, increased 68 percent.

Liang Chunrong, director of the foreign investment promotion affairs bureau at the Ministry of Commerce and director of CIFT office, said that everyone is the audience of legacy media and We-media.

Based on internet technology, We-media breaks the limitations of legacy media and becomes a new gateway for promotion and consumption of high-quality products.

In fact, because of e-commerce, “for the first time, communication and consumption are directly integrated to make a new powerful business force,” Liang said.

We-media has high engagement with fans, as e-commerce users tend to understand fans' pain spots, habits and excitement very well and their e-commerce products can grab fans' hearts quickly.

China's investors also gave suggestions to the We-

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We-media
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media operators on financing at the expo.

Cao Yue, president of Partner Capital Group, said that We-media operators should ask for help from professional financial advisors, who will choose suitable investment institutions and business partners.

Gao Hongqing, CEO and managing partner of New Margin Capital Co, said that personalization and high-quality content are the key to a valuable We-media, which should consistently produce high-quality content through continuous learning.

Huang Yantao, executive director of SAIF Partners, said We-media should focus on integrating online and offline channels to improve effective average revenue per user.

The operators of We-media said the expo helps them find more products that fit the tone of their platforms and get in touch with new sales channels for their products.

Cold chain logistics report shows healthy cross-Straits cooperation

By **HAO NAN**
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A report on cross-Straits cold chain logistics cooperation was released on Sunday at a sub-forum of the ongoing China International Fair for Investment and Trade in Xiamen, Fujian province, summarizing what organizers said has been a successful experience in industrial collaboration between the Chinese mainland and Taiwan and boosting nongovernmental exchanges in the sector.

The Report of Cooperation in Cold Chain Logistics Industry Between Mainland and Taiwan was compiled by China Federation of Logistics and Purchasing

and Planning Institute, or CFLPIA. “The report has laid a theoretical and practical foundation for future cross-Straits cooperation in cold chain logistics and aims to encourage the two sides to exchange experience and technologies in the cooperation, as well as to complement management, share the markets and jointly build standards and brands in the sector,” said Li Jinying, head of CFLPIA.

Cold chain logistics refers to the temperature-controlled process of shipping, storage and distribution of refrigerated goods. The report also included an industrial index system for the first time. “As an important statistical indicator and analyti-



The report on cross-Straits cold chain logistics cooperation includes an industrial index system for the first time.

cal basis, an index system can objectively reflect the current situation of the cross-Straits cooperation in cold chain logistics, and its establishment will make the cooperation become

more mature and standardized,” Li said.

The index system was built based on four aspects — the partner city's industrial foundation, economic environment,

“The report has laid a theoretical and practical foundation for future cross-Straits cooperation in cold chain logistics.”

Li Jinying, head of the China Federation of Logistics and Purchasing and Planning Institute

macro-control policies of its government and development potential for the industry.

It will be useful for the local government to find weak links in cold chain logistics cooperation and to develop targeted policies and regulations that address those links, Li said.

Companies could also use the index to learn more about the industry's development quality in different regions and to choose their most suitable investment areas.

The index value ranges from zero to one. The larger the number is, the higher cooperation level that can be reached in cold chain logistics between the Chinese mainland and Taiwan.

In 2017, the index was 0.58, showing a good overall situation of cross-Straits cooperation in the sector, Li said.

The Ministry of Commerce and the Taiwan Affairs Office of the State Council launched the cross-Straits cold chain logistics cooperation in 2010, and approved five cities — Beijing, Tianjin, Xiamen, Wuhan and Kunshan — to be pilot cities for the cooperative program in 2011 and 2014.

In August of the current year, seven cities, including Ningbo, Quanzhou, Dongguan and Chengdong, were selected as new pilot cities, as well as the Pingtan Comprehensive Experimental Area.