

TRADE CITY READY TO EXPAND REACH ACROSS WORLD

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From small roadside stalls to China's largest professional market cluster, Linyi Trade City in Shandong province has achieved leapfrog growth during the past four decades and is poised to extend its reach across the globe.

Currently, there are 136 professional wholesale markets and 63,700 shops in the trade center, as well as more than 6 million kinds of products from 27 categories. Its trading value reached 660.48 billion yuan (\$91.94 billion) in 2024 and the logistics volume amounted to nearly 1.01 trillion yuan.

To accelerate the trade center's transformation and upgrading, Linyi city authorities have introduced a package of policies and incentives, encouraging local enterprises to grow their foreign trade business and establish a presence in international markets.

The Second China (Linyi) - Kazakhstan International Com-

modity Exhibition, held in May in Almaty, Kazakhstan, brought together 112 enterprises from Linyi to display their flagship products in hardware, building materials, labor protection, and infant care.

More than 10,000 professional buyers from Kazakhstan, Uzbekistan and other Central Asian countries took part.

Jiang Wei, consul general of China in Almaty, said the event not only showcased China-made products, but offered an opportunity for business people from both countries to promote exchange and supply-demand matchmaking.

"I am very happy to meet these necessary exhibitors during the activity and have direct engagement with them. I've already reached an agreement with a supplier," said the buyer Stan Kolenkov from Kazakhstan.

The trade city also organized exhibitions in Turkey, Uzbekistan and Malaysia this year.

The 2024 China (Linyi) - Turkey Economic and Trade Cooperation Exchange Conference marks the first step of the Linyi government leading enterprises into the Turkish market and even the markets of Eastern Europe, said Luo Xiaoxiao, director of the foreign trade

division of the Linyi bureau of commerce.

"We are planning more exhibitions and activities in Hungary and Russia to deepen cooperation with enterprises in Europe," she said.

The trade city has also built 30 overseas malls and warehouses so far, as well as 45 international procurement service centers and offices, as part of its efforts to raise visibility globally and develop its international trade network.

Launched in 2023 in Yonjin, the Lianhua (South Korea) Overseas Mall displays a wide range of domestic products such as household goods, pet supplies, outdoor and camping equipment, and hardware tools.

"It serves as a one-stop center for exhibitions, sales and warehousing," said a representative from Shandong Lianhua Group, one of the mall's operators.

"They are reasonably priced and, in general, the quality is also very good," Donkor said, adding that his customers in Ghana import a wide range of goods from the mall every year, spanning household and industrial items.

After a decade of living in Linyi, Donkor has developed a deep international connections with the city and its people.

27 major categories

136 professional wholesale markets

6 million types of goods

1.01 trillion yuan
Total logistics volume in 2024

The logistics prices are approximately 30% lower than the national average

21 logistics parks

63,700 shops

46,000 business entities

Commodities exported to more than 220 countries and regions

300,000 employees

167,115 billion yuan
Market transaction volume in the first quarter of this year

256.53 billion yuan
Total logistics volume in the first quarter of this year

660.48 billion yuan
The trade city's transaction volume in 2024

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