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The People's Government of Shaanxi Province

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The People's Government of Qinghai Province

The People's Government of Ningxia Hui Autonomous Region

The Government of Xinjiang Uygur Autonomous Region of China

The People's Government of Inner Mongolia Autonomous Region

The People's Government of Guangxi Zhuang Autonomous Region

The Xinjiang Production and Construction Corps



NEW ERA OF CHINA, NEW OPPORTUNITIES FOR WESTERN CHINA

The 18th Western China International Fair

ANALYSIS REPORT



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CHENGDU | SICHUAN | CHINA

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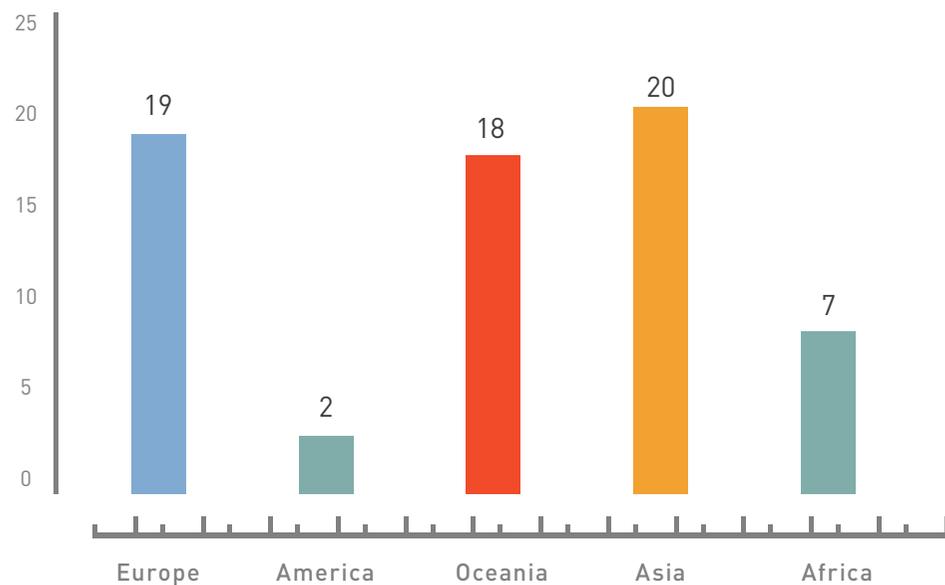
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01 Overview

The 18th Western China International Fair (WCIF) was held in one main venue and three branch venues. The main venue was located at the Western China International Expo City, with an exhibition area of 200,000 sqm and 629 planned booths (including 358 special booths and 271 standard booths). The three branch venues covered an exhibition area of 478,000 sqm. The fair witnessed a participation of 66 countries and regions, including 29 domestic provinces (autonomous regions and municipalities), Xinjiang Production and Construction Corps, and Sichuan's 21 cities (prefectures). There were 4,015 exhibitors displaying their products, including 104 foreign-invested enterprises in China and 3,911 domestic enterprises. A total of 143 Fortune Global 500 companies and industry-leading enterprises, such as Aden, BMW, LafargeHolcim, PetroChina, Sinopec, China Construction Bank, China Three Gorges Corporation, China Unicom, China Telecom, China Post, China Tower, Bank of China, Industrial and Commercial Bank of China (ICBC), Sichuan Development Holding, Shu Dao Investment Group, etc., showed their presence at the fair. Singapore, the guest country of honor, together with Japan, Thailand, Malaysia, Vietnam, the Czech Republic, and Hungary, set up 11 country pavilions. The fair successfully held 17 exhibitions and concurrent activities, attracting nearly 65,000 professional visitors and 97,000 general visitors. Diverse activities were held at three branch venues, such as the Sichuan Export Commodity Exhibit, the 3rd Western China International Maternity, Baby and Children Products Expo & the 2nd Western China (International) Children's Cultural Entertainment Exhibition, and the 12th Western China Hardware and Electro-Machinery Fair (WCHEF).



Number of domestic and foreign enterprises in the 18th WCIF



Number of Participating Countries for This Year's WCIF

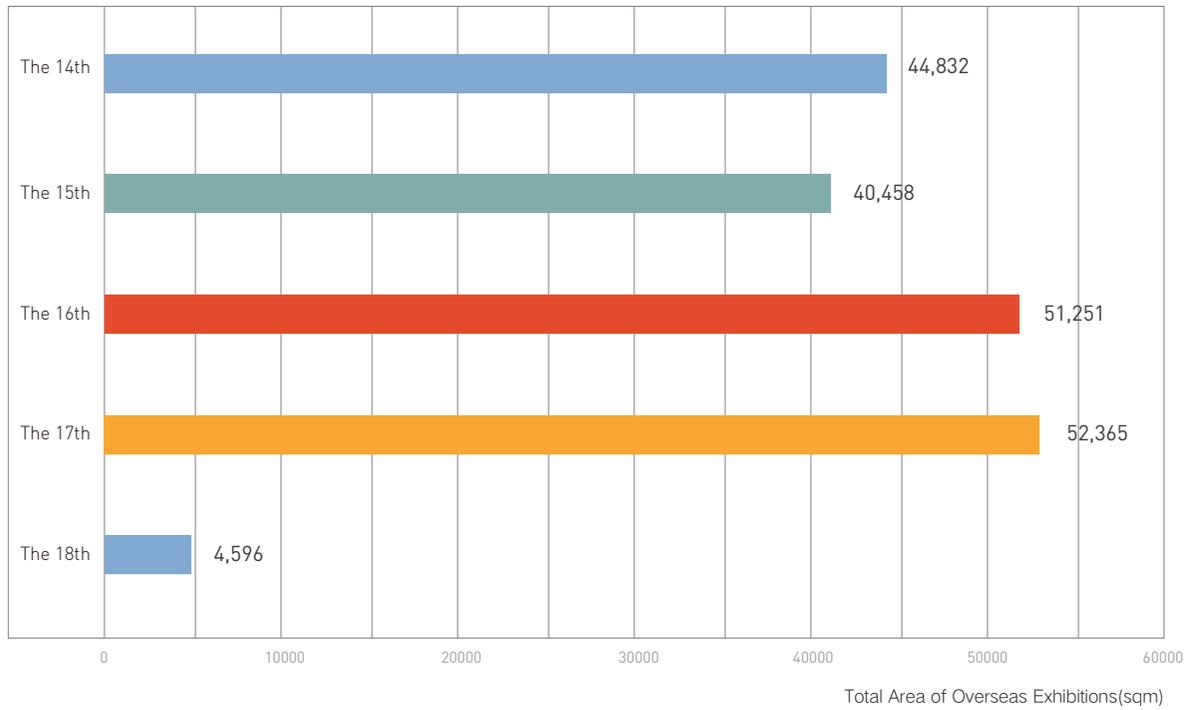
02 Analysis

The 18th WCIF is held in a main venue and three branch venues. Held across an area of 200,000 sqm, the main venue, which is located at the Western China International Expo City, features 14 pavilions, including a theme exhibition area (10 theme pavilions), a special exhibition area (3 professional exhibitions), and an outdoor food exhibition area. At the same time, the 18th WCIF builds a digital exhibition platform and holds WCIF Hi-Go Shopping Festival online.

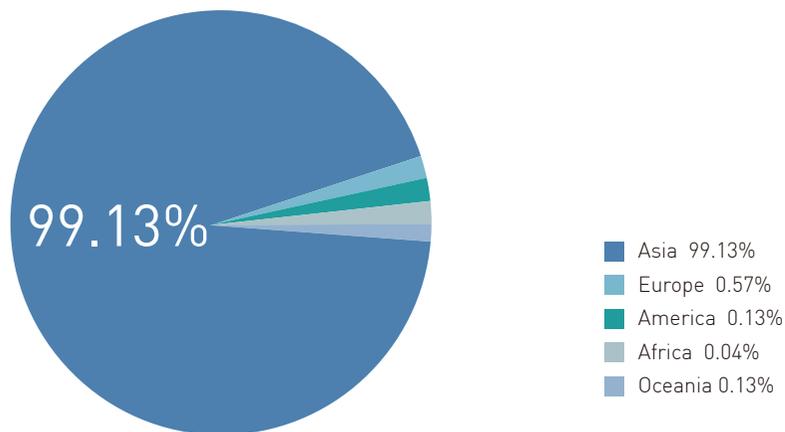
Exhibition/ Pavilion	Area (sqm)	Number of Exhibitors
"Belt and Road" International Cooperation Pavilion	12, 000	354
Western Industry New Dynamic Energy Pavilion	14, 000	470
Chengdu-Chongqing Economic Circle Cooperation Pavilion	26, 000	939
New Western Land-Sea Corridor Cooperation Pavilion Yangtze River Economic Belt Cooperation Pavilion	14, 000	363
All-Round Opening Up & Cooperation Pavilion	14, 000	258
SOE Development Pavilion	12, 000	21
Food & Beverage Industry Pavilion (Nongxiangxing of China International Wine Expo)	12, 000	388
The 3rd Western China International Digital Economy Expo	12, 000	120
The 4th China (Sichuan) International Senior Care Industry & Service Exhibition	26, 000	377
The 4th China Fashion Show	48, 000	488
Outdoor Food Exhibition Area	10, 000	105
Sichuan Export Commodity Exhibit	465, 000	-
The 3rd Western China International Maternity, Baby and Children Products Expo & the 2nd Western China (International) Children's Cultural Entertainment Exhibition	8, 000	132
The 12th Western China Hardware and Electro-Machinery Fair (WCHEF)	5, 000	-

Overseas Participation Statistics

Total exhibition area of overseas participation in recent five WCIFs (sqm)



Percentage of the exhibitors from five continents in the 18th WCIF

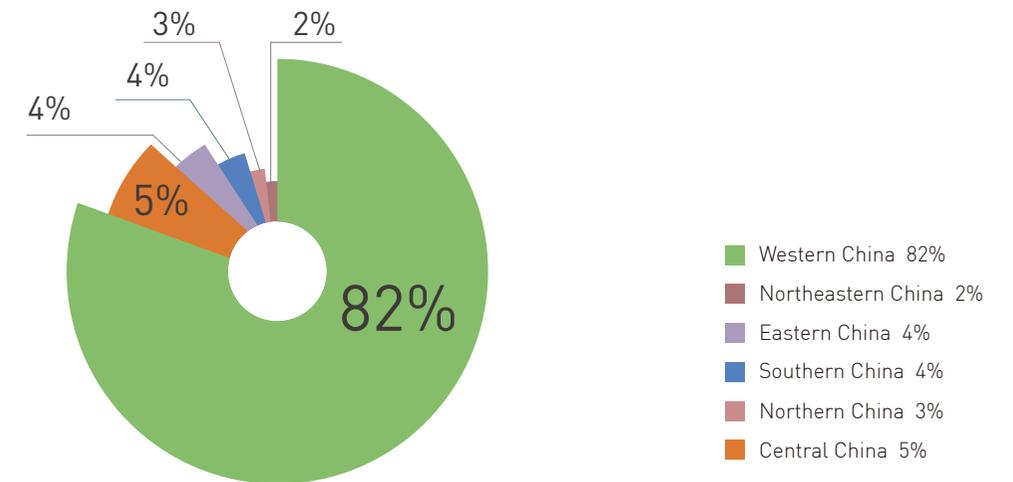


Domestic Participation Statistics

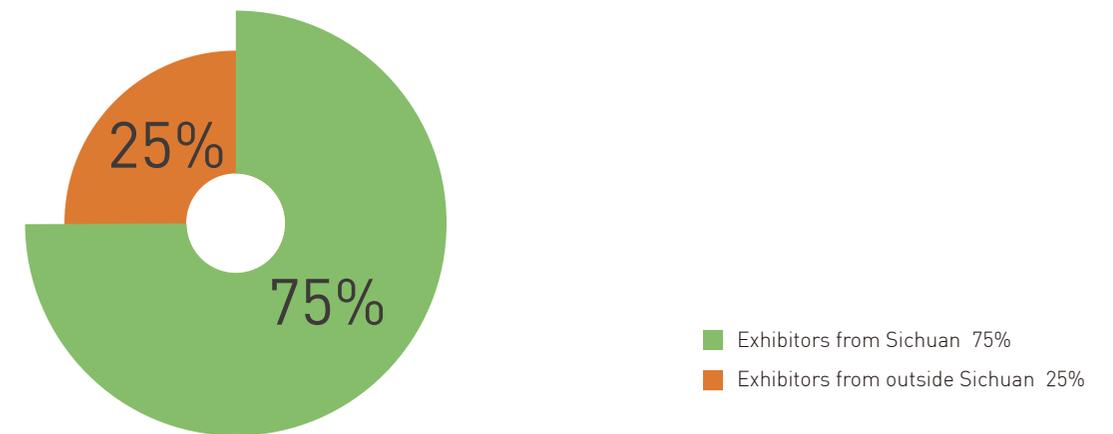
In the 18th WCIF, exhibitors from Western China take up 82% of the total, remaining the dominant force of the fair. Meanwhile, exhibitors from the northeastern, eastern, southern, central and northern China account for 2%, 4%, 4%, 5%, and 3% of the total, respectively.

The event witnesses a participation of 3,911 exhibitors in total, among which 2,933 are from Sichuan and 978 are from other provinces.

Regional distribution of domestic exhibitors



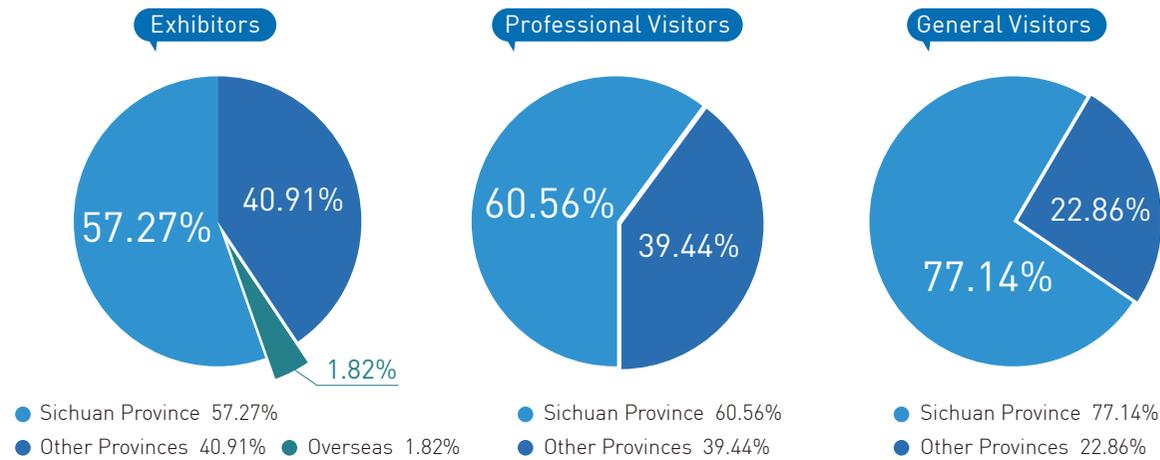
Percentage of exhibitors in and outside Sichuan Province



Survey and Analysis

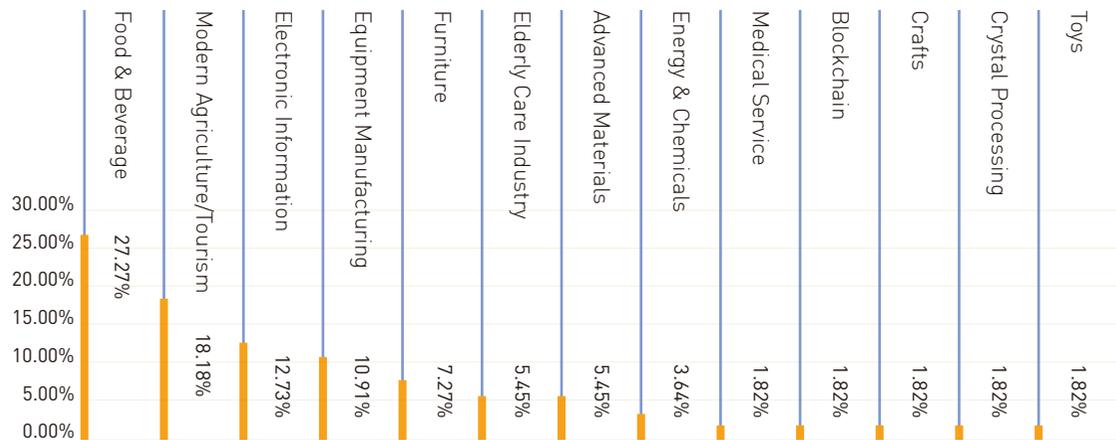
(1) Regional Analysis

In terms of the distribution of exhibitors, 57.27% are from Sichuan Province; 40.91% are from outside the province; and overseas exhibitors account for 1.82%. With regard to professional visitors who attend the physical exhibition, the majority are from Sichuan Province, accounting for 60.56%; 39.44% are from outside the province, with Chongqing, Guangdong and Beijing among the top three. As for general visitors, 77.14% are from Sichuan and 22.86% are from outside the province.



Industry Analysis

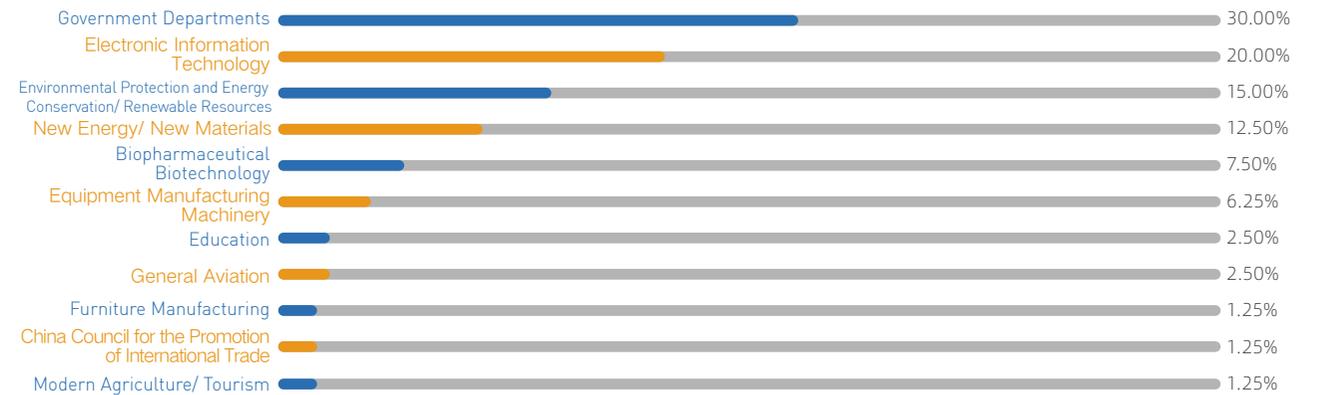
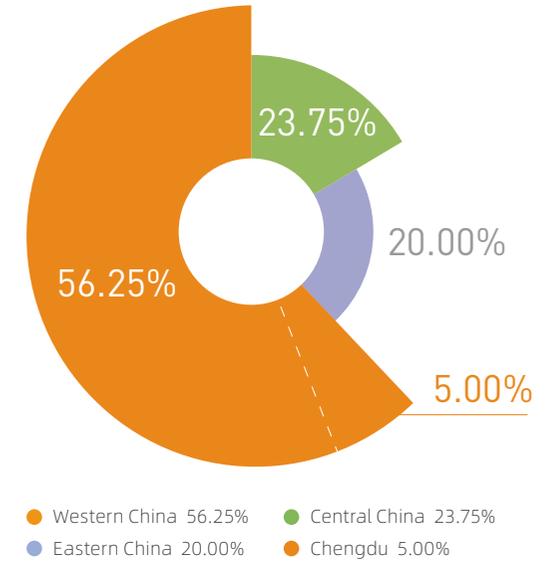
Exhibitors are mainly from industries of food and beverage (27.27%), modern agriculture/tourism (18.18%), electronic information (12.73%), equipment manufacturing (10.91%), furniture (7.27%), and elderly care (5.45%).



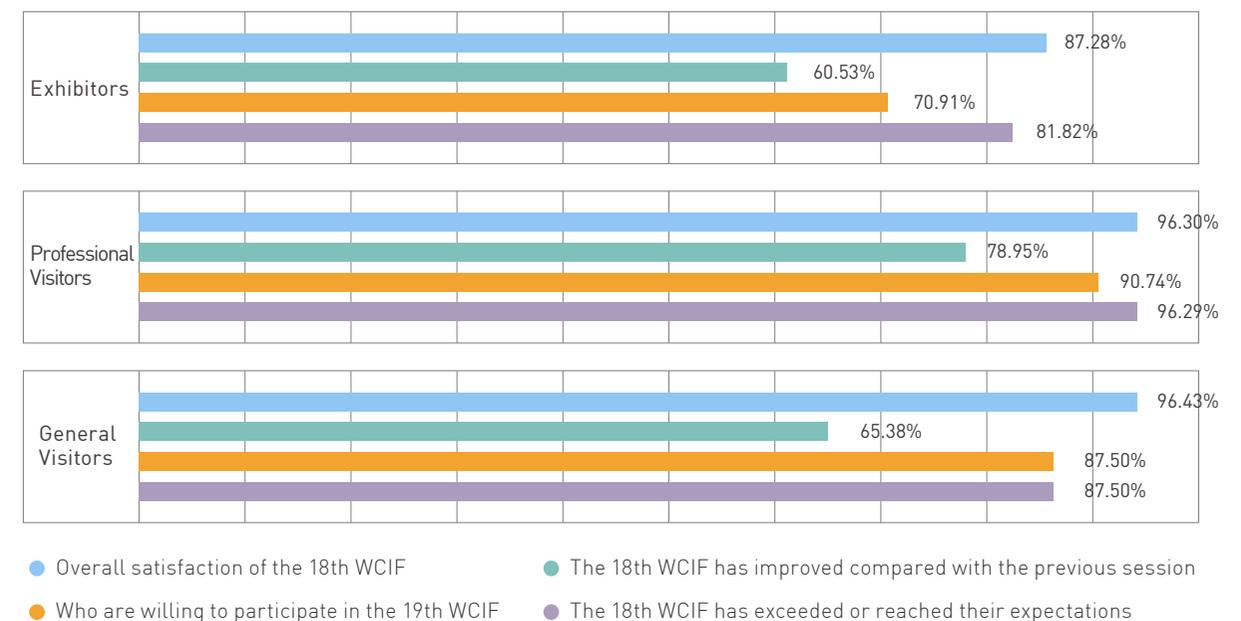
(2) Participants Analysis

Professional visitors from Western China account for the largest proportion of 56.25%, among which 5.00% are from Chengdu City; 23.75% are from Central China; and 20.00% are from Eastern China.

Professional visitors are mainly from government departments (30.00%), electronic information technology industry (20.00%), environmental protection and energy conservation/renewable resources industry (15.00%), new energy/new materials industry (12.50%), and biopharmaceuticals/biotechnology industry (7.50%).



(3) Satisfaction Survey



04 Events

The 18th WCIF holds more than 70 activities in terms of foreign affairs, investment and trade, and cultural exchange. The categories fall into major events, guest country of honor events, rotating presidency events, theme city and prefecture events, special events, as well as several special procurement events, professional matchmaking events, and on-site procurement and supply signing events. The events cover various industries, including economy, international trade, agriculture, culture, fashion, education, science and technology, health and wellness, tourism, food, environmental protection, e-commerce, and human resources.

Exhibition/ Pavilion	Number of Attendees
Major Events	
The Opening Ceremony of the 18th Western China International Fair & the 10th Western China International Cooperation Forum	600
The 13th Western China International Sourcing Fair	600
The 16th EU-China Business & Technology Cooperation Fair	200
Welcome Reception of the 18th Western China International Fair	300
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Guest Country of Honor Event	
The 22nd Meeting of the Singapore-Sichuan Trade and Investment Committee	150
.....	
Rotating Presidency Events	
The Third Pole of the Earth (Tibet) Brand Promotion Conference	200
Project Promotion Conference of Tibet Shigatse Economic Development Zone	150
.....	
Theme City (Prefecture) Events	
The 1st Emei Forum for Chinese and Foreign Entrepreneurs	200
The China-Japan-ROK Fair for Economic and Trade Cooperation	300
Leshan International Gourmet & Tourism Festival	400
.....	
Special Activities	
The 11th China (Sichuan)-South & Southeast Asia Business Leaders Summit	260
2021 China-Arab Economic, Trade and Cultural Exchange Summit	280
The 2nd Sino-France Dialogue on Historical and Cultural Cities	300
The 12th Western China International Capital Forum	220
Education Forum for Asia Annual Conference	200
Western China Conference & Exhibition Industry Development Summit	180
The 4th China (Sichuan) International Senior Care Industry & Service Summit Forum	600
2021 Western China International Digital Economy Application Cooperation Forum & The 1st Digital Government Construction Forum	300
2021 Western China International Logistics Supply Chain Conference	300
Chengdu Investment Briefing	200
Great Western China Fashion Show Forum	200
.....	

05 Online WCIF

To improve digitalization, highlight hybrid events, and create an exhibition service platform based on modern digital technology, the 18th WCIF builds a cloud exhibition platform and holds the WCIF Shopping Festival online. With strengthened interactive function of the internet, the online platform features "cloud display," "cloud negotiation," "cloud contract signing," "cloud promotion," and "live commerce." The audience have access to all activities of the fair with three-dimensional experience just by scanning QR codes.

Tianfu Cloud Exhibition Platform

A total of 799 exhibits of various categories are showcased online, with food, health care, and electronic industries among the top three. There are 57 registered delegations and 606 exhibitors on the digital platform. The number of registered visitors reaches 61,113, including 53,941 general visitors and 7,172 professional visitors. The online platform has generated fruitful results, with 523,600 total visits, 89,702 pageviews. Through big data intelligence, it automatically matches merchants and pushes matching results in real time. So far, the platform has pushed recommended exhibitors to visitors for 403,016 times and visitors to exhibitors for 19,869 times



WCIF HI-GO Shopping Festival

During the 18th WCIF, the 2nd WCIF HI-GO Shopping Festival is held both online and offline. By building live streaming studios, visitors can select and purchase products from 2021 WCIF premium exhibitors online, which can enhance the IP of the festival. While focusing on the day-to-day operations as an ecommerce business, the festival implements an innovative model featuring "Fair + Livestreaming". More than 50 companies promote over 400 product lines through live commerce, covering food and beverage, agricultural and sideline products, daily care and cosmetics, digital devices and other categories. During the 18th WCIF, the livestreaming has grossed 554,000 viewers, over 100,000 clicks for the displaying products, 260,000 likes from the audience.



06 Voices from Exhibitors

President Sebastián Piñera Echenique, the Republic of Chile

The WCIF creates excellent opportunities to close the distance between Chilean people, Chilean culture, Chilean entrepreneurs and Chilean products and the western provinces of China.

Western China has become an important engine of China's growth with its vast resources, large population, and impressive infrastructural development, showing a great development potential. We also see a growing number of Singapore small and medium enterprises looking for new opportunities in Sichuan.

Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry, Republic of Singapore

Konstantinos Fragogiannis, Deputy Minister for Foreign Affairs, Greece

The WCIF is an important platform for promoting the development of west China and promoting trade and investment.

The WCIF provides valuable opportunities for Hong Kong merchants to establish cooperation with mainland enterprises and expand business. The Hong Kong SAR Government will assist Hong Kong merchants in actively exploring the western market and seeking greater business opportunities in integration into "the dual circulation."

Carrie Lam Cheng Yuet-ngor, Chief Executive of Hong Kong Special Administrative Region (SAR) of China

He Yicheng, Chief Executive of Macao Special Administrative Region (SAR) of China

The 18th WCIF highlights the great opportunities of west China in the national new development paradigm, as well as a new vision to deepen exchanges and cooperation with all parties, share the new opportunities incurred from the opening up and development of western China, and realize mutual benefits and win-win results.

Since the inception of the WCIF, we have witnessed the glorious course of the Fair in promoting cooperation, establishing friendships and fostering prosperity, and have benefited from the fruitful results in opening up, cooperation, mutual benefits and prosperous development between western China and other countries around the world.

Luosang Jiangcun, Deputy Secretary of the CPC Tibet Autonomous Regional Committee and Director of the Standing Committee of the People's Congress of the Tibet Autonomous Region

Tang Liangzhi, Deputy Secretary of the CPC Chongqing Municipal Committee and Mayor of Chongqing Municipality

Chongqing will take the opportunity of the 18th WCIF to further strengthen cooperation with Sichuan and other sister provinces (autonomous regions, municipalities) as well as countries along the Belt and Road, accelerate the construction of Chengdu-Chongqing economic circle, and strive to form a new pattern for the development of Western China in the new era.

The rousing success of the 18th WCIF is an epitome of the unwavering and comprehensive opening up achieved by China and Sichuan Province, and the fair serves as a significant platform for foreign companies to participate more deeply in China's open economy. Topgolf looks forward to strengthening ties with our partners in Sichuan and Chengdu.

Wang Jian, Vice President of Government Affairs, Topgolf Entertainment Group, USA

Cui Zhicheng, Chief Commercial Officer of Foxconn Technology Group

Currently, with the high priority given to green development, the resource advantages of Western China will bring about "more room for imagination" for corporate development.

We are greatly optimistic about the opportunities for investment and business operation in Sichuan.

Sun Hongshui, General Manager of China Energy Engineering Group (CEEC)

Zhang Zhongliang, President of Asia-Pacific Region, Semperit AG Holding

We hope to gain a deeper understanding of the market opportunities in the Chengdu-Chongqing region through the 18th WCIF.

Participating in the theme exhibition of digital economy is a compendium and review of the digital force construction of our multi-touch layout. It is also an outlook and commitment to deepening the new financial action from a high standpoint. We truly hope that we can provide more powerful financial support for Sichuan's economy and society.

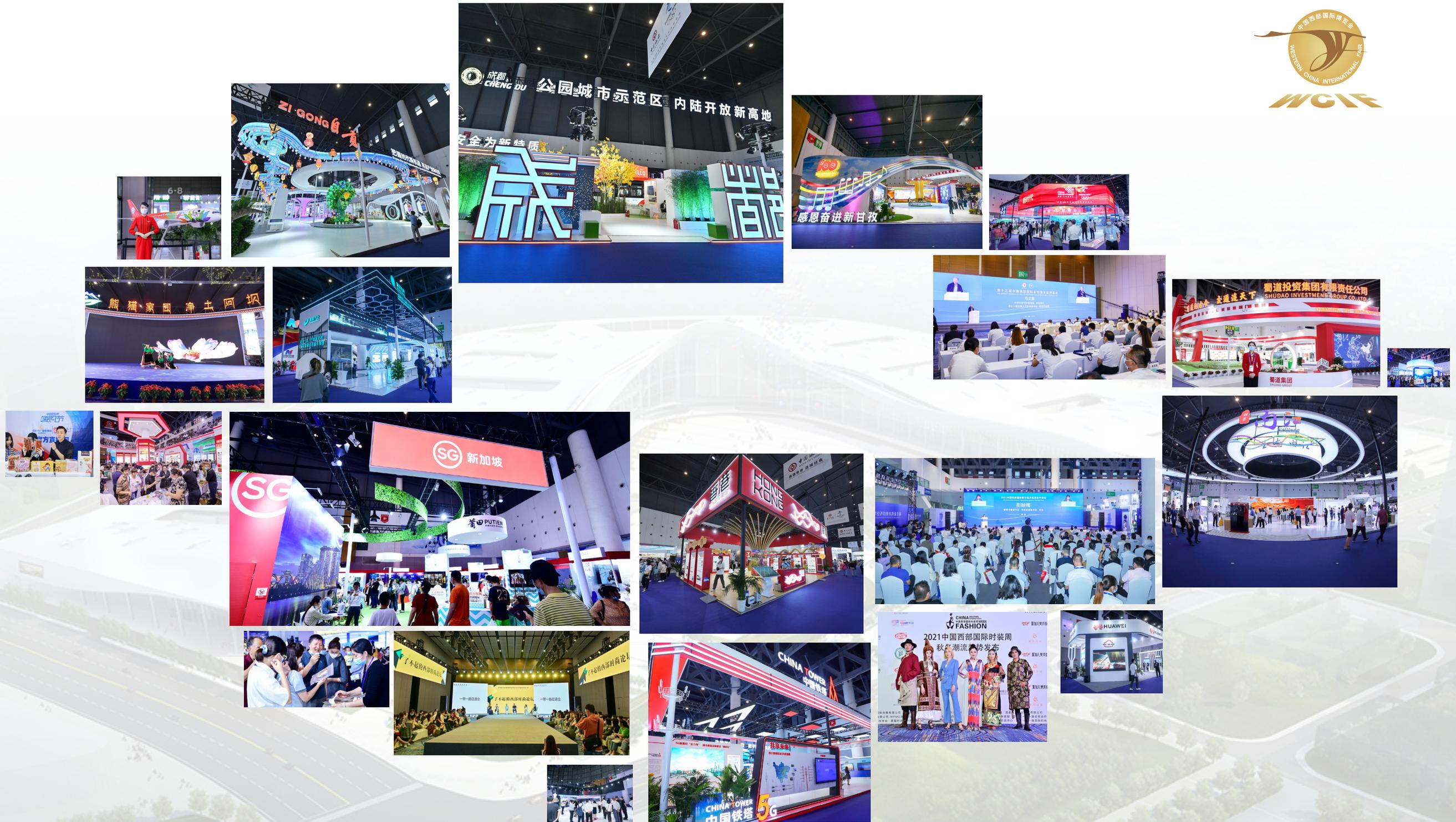
Wang Guo, Party Secretary and President of Sichuan Branch, Bank of China

Qiu Feng, Deputy General Manager of China Southwest Airlines

WCIF has a far-reaching influence in Western China, and it was my first time to attend and experience the fair. I really appreciate this platform for providing Air China the opportunity to showcase its brand and giving us more chances to exchange ideas and learn from other industries.

Part of The Exhibitors' LOGO Wall (Regardless of order)





07 Publicity and Promotion

The 18th WCIF has received extensive attention from media at home and abroad. More than 800 journalists from 160 media covered the event onsite. The China Central Television (CCTV) reported the opening ceremony on its multiple channels. Other state-level media, including the Xinhua News Agency, the People's Daily, and the Economic Daily, as well as mainstream media from the United States, Singapore, Indonesia and other countries have the coverage about the stories of WCIF and Western China in an all-round and multi-dimensional manner. Also, the 18th WCIF is publicized on the landmark buildings in 36 cities. Focusing on the exhibition, investment promotion, project cooperation, and service trade, journalists conducted more than 80 interviews, which gained over 3 million on-site and online audience, and the WCIF topic on Sina Weibo got more than 20 million times of clicks and pageviews. Moreover, the fair has secured more than 200 pieces of press coverage on mass media, such as the Sichuan Daily, www.thecover.cn, www.scpublic.cn, wap.scsjb.cn, Sohu, baobei360.com, ci123.com, Elderly News, Huaxi Community Newspaper, A Mu Elderly Care, and Dou's View on Elderly Care, etc., with the number of web reposts of about 20,000.



I Contact List For 2022 Exhibition

Exhibition/ Pavilion	Name	Contact
Western China International Fair	Wan Yun	Mobile: +86-13568822577 E-mail: 61786046@qq.com
Sichuan Agricultural Expo	Yang Zeren	Mobile: +86-15882800545 E-mail: 1253386033@qq.com
China (Sichuan) International Senior Care Industry & Service Exhibition	Hu Xi	Mobile: +86-15208231317 E-mail: 284004668@qq.com
The 2nd China (Sichuan) Rehabilitation Appliance Exposition	Luo Qianwen	Mobile: +86-17313002722 E-mail: 173325668@qq.com
Western China International Digital Economy Expo	Yong Xuesong	Mobile: +86-15680015009 E-mail: 3158854@qq.com
West China (Chengdu) International Supply Chain and Smart Logistics Expo 2022	Gong Tian	Mobile: +86-15982102077 E-mail: gongtian77@163.com
Huaxia Fashion Exhibition 2022	Hao Mengyun	Mobile: +86-17380139473 E-mail: 541039591@qq.com
Western China International Education Expo	Wang Yidong	Mobile: 18508516199 E-mail: 292905643@qq.com
Western China International Sourcing Fair	Linda Chen	Mobile: +86-19141911230 E-mail: chenxiaojingschz@126.com
WCIF HI-GO Shopping Festival	Li Xiaoyi	Mobile: +86-18828006430 E-mail: 494028111@qq.com
Great Western China Series Events	Zheng Wanlan	Mobile: +86-13730868050 E-mail: 416522387@qq.com
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	Tan Min	Mobile: +86-13488988139 E-mail: 357381712@qq.com