

Third China-CEEC Expo in Ningbo Gears up!

Striving towards a modern coastal metropolis
建设现代化滨海大都市

The Third China-CEEC Expo & International Consumer Goods Fair (hereinafter referred to as the Expo) will kick off in Ningbo, East China's Zhejiang Province, from May 16 to 20. This announcement was made by Li Fei, Vice Minister of Commerce, during the press conference held by the State Council Information Office on May 5 at 10 a.m.

5月5日上午10时,国务院新闻办公室举行新闻发布会。商务部副部长李飞宣布,第三届中国—中东欧国家博览会暨国际消费品博览会(以下简称博览会)将于5月16日至20日在浙江省宁波市举行。

The China-CEEC Expo now ranks among national-level institutional exhibitions and is the only one to concentrate on cooperation between China and Central & Eastern European countries. Another concurrent event during this mid-May is the 24th China Zhejiang Investment & Trade Symposium.

据悉,中国—中东欧国家博览会是我国面向中东欧国家的唯一国家级涉外机制性展会。同期还将举办第二十四届中国浙江投资贸易洽谈会。

The upcoming Expo, with the theme "Practical Cooperation towards a Shared Future", will feature Hungary as the Guest Country of Honor and Jiangsu Province of China as the theme province. It is set to host approximately 3,000 exhibitors, which marks a 30 percent increase from the previous edition. As of May 5th, over 2,030 CEE buyers have already registered for the event, and it is expected to attract over 100,000 attendees, surpassing the previous attendance record.

本届博览会以“深化务实合作、携手共向未来”为主题,由匈牙利担任主宾国、江苏省担任主题省,吸引参展商约3000家,较上届增长约30%。目前,已有2030家中东欧采购商注册,预计参会人数将突破10万人次,参展规模创新高。

It is noteworthy that this year's Expo is the first national fair aimed at the CEEC region since China has optimized its COVID response. The Expo - with a total floor area of 220,000 square meters - features trade shows in three categories: the CEEC Exhibition, the International Consumer Goods Exhibition, and the Permanent Exhibition of Imported CEEC Products.

值得一提的是,本届博览会是疫情防控平稳转段后我国举办的首场面向中东欧地区的国家级展会,设中东欧展、国际消费品展、中东欧商品常年展三大展区,展览总面积达22万平方米。

For the first time, the exhibition will be held at a brand-new Ningbo International Conference Center, adopt the form of a professional exhibition, and establish a trade-in-services section. Agricultural products and consumer goods of CEE countries will be rendered as a distinct focus this time, and the goal of increasing CEE imports proposed at the China-CEEC Summit (February 9, 2021) has been receiving full support.

其中,中东欧展将呈现三个“首次”,即首次启用新场馆、首次采用专业展形式布展、首次开设服务贸易展区,重点聚焦中东欧国家农食产品和特色消费品,全力推动中国—中东欧国家领导人峰会提出的进口目标落地。

14 Geographic Indication (GI) products will debut at the Expo, where Slovenian ski equipment will also be unveiled in China for the first time.

博览会上,14个欧盟地理标志产品将首次集中亮相。斯洛文尼亚滑雪设备器材将首次进入我国参展。

"During the expo, a number of designated exhibits can be cleared as tax-free, so that the exhibits of CEE countries would get converted into commodities," a Zhejiang Provincial Government source said.

"博览会期间,我们将支持合理数量的展品免税核销,让中东欧国家展品变商品。"浙江省政府有关负责人表示。

"We will further deepen the cooperation between Zhejiang Province and CEE countries at this expo," added the official.



CEE products imported by Ningbo enterprises. (Photo by Yan Jin)

The Expo will arrange 27 major events, with a primary focus on economic and trade activities, while also embracing fields like cutting-edge technology, tourism, and health care. Particularly, seven recurring conferences, including the Seventh Meeting of the China-CEEC Business Council, will be hosted by China's national ministries and commissions, and fruitful bilateral cooperation outcomes will be announced.

"本届博览会,我们将全方位推动浙江与中东欧国家深化合作。"浙江省政府有关负责人介绍,本届博览会以经贸活动为主线,辅以科技、旅游、健康等多个领域,共安排27项重要活动。其中,中国—中东欧国家联合商会第七次会议等7场机制性活动由国家部委主办,届时将发布系列合作成果。

By 2025, China will plan to import \$170 billion worth of goods from CEE countries. To accomplish this goal, the Zhejiang government has collaborated with major CEE purchasers, engaging various Chinese and foreign enterprises to set up branches and representative offices in the province. Meanwhile, it will expand the sales channels for CEE goods and promote their imports into large-scale supermarkets, e-commerce platforms, and expressway service areas.

到2025年,中国将力争进口中东欧商品1700亿美元。为实现这一目标,浙江积极与中东欧商品采购大户的对接,吸引中外各类企业在浙江设立分公司、代表处等。同时将拓宽中东欧商品销售渠道,推动中东欧商品进入大型商超、电商平台、高速公路服务区等。

The government advances cooperation with CEE countries through the "No. 1 Opening Project", based on President Xi Jinping's "sweet potato economy" metaphor against the new restart of global exchanges. It will also build a digital service platform for CEE products to facilitate commodity imports.

在国际交流全面重启的新形势下,浙江把与中东欧国家之间的合作有机融入“地瓜经济”提能升级“一号开放工程”。浙江还将打造中东欧商品进口数字化服务平台,提升商品进口便利性。

Currently, Ningbo is committed to building up the China-CEEC Business Cooperation Demonstration Zone, thus deepening high-level opening-up, and fostering a new development paradigm.

当前,宁波正全力推进中国—中东欧国家经贸合作示范区建设,深化高水平对外开放,服务构建新发展格局。

This coastal city has emerged as a prime destination for CEE products. Data show that in the first quarter of this year, its imports from CEE countries registered 4.39 billion yuan, up by 102% year-on-year, accounting for 8.7% of the national total.

今年一季度,宁波自中东欧进口额达43.9亿元,同比增长102%,占全国比重提升至8.7%,成为中东欧商品进口的首选地。

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