



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



**Guide Book**

**UNIDO AT THE CHINA  
INTERNATIONAL IMPORT EXPO 2018**

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## 1. Introduction

The mission of the United Nations Industrial Development Organization (UNIDO), as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013, is to promote and accelerate inclusive and sustainable industrial development (ISID) in developing countries and economies in transition. UNIDO's goal of achieving ISID is explicitly recognized and anchored within the 2030 Agenda for Sustainable Development, which was adopted by the United Nations General Assembly in September 2015. Through Sustainable Development Goal 9, the Member States of the United Nations call upon the international community to "build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation".

UNIDO recognizes that stakeholder engagement and building solid partnerships are necessary to achieve development results. UNIDO's convening role brings Member States, the private sector, civil society and other partners together in major outcome-oriented events that serve to exchange and disseminate knowledge and information, facilitate partnerships, and forge common positions and plans of action for inclusive and sustainable industrial development. UNIDO South-South Cooperation aspires to play a pivotal role in contributing to relevant dialogue within the United Nations system and to provide stimulus for South-South and North-South Industrial cooperation on a global level.

During the past decades, UNIDO has systematically strengthened its cooperation with Chinese authorities in order to further the Organization's work within China and abroad. Under the coordination of the Ministry of Commerce (MOFCOM), UNIDO has maintained close collaboration with other ministries in China, such as the Ministry of Industrial and Information Technology, the National Development and Reform Commission, the Ministry of Finance, the Ministry of Water Resources, and the China Food and Drug Administration. UNIDO and China have also progressively expanded their cooperation over the years by setting up a number of joint centres and offices in China. These centres and offices provide national and international support in key areas serving UNIDO's mandate and are an integral part of the UNIDO family.

As China developed, the nature of the cooperation evolved: one significant shift in cooperation priorities led from promoting industrial modernization and economic growth to the introduction of technology, equipment, expertise and investment, and now to developing clean energy and protecting the environment. UNIDO has been a committed partner of China for over fifty years, and is well placed to take advantage of its resources, experiences and networks to facilitate the organization of the first China International Import Expo (CIIE) and attract more quality suppliers to export goods and services to China.

In 2013, President Xi stated that UNIDO's new vision, focusing on inclusive and sustainable industrial development or ISID, fully concurred with China's priorities for future development. President Xi stressed that China is willing to work with UNIDO in a mutually beneficial spirit and based on a win-win principle, helping developing countries achieve the Sustainable Development Goals. The Expo is in line with UNIDO's mandates of achieving ISID and realizing SDGs 9 and 17 (Partnerships). More specifically, the successful organization of the CIIE will largely contribute to creating shared prosperity and advancing economic competitiveness.

## 2. UNIDO at CIIE

UNIDO aims to strengthen economic development through South-South cooperation. To support the CIIE, UNIDO will build platforms for cooperation and communication between SMEs from all over the world seeking to create jobs in China and other developing countries. Higher levels of imports generate jobs in a range of sectors, such as logistics and retail. Many foreign trade companies in China that used to specialize in export will gradually transform and expand their business into the import trade, generating new opportunities and demand for skilled labour.

Advanced technologies and imports of equipment can facilitate the development of new innovative industries and foster a new impetus for economic growth. Harnessing the spill-over effect of technology, Chinese enterprises will embrace new technologies and pursue innovation-driven development.

As a means of enhancing market competition and improving product quality, UNIDO supports export growth from developing countries to China. With the inflow of high quality products to China, local businesses will find it more difficult to compete solely on the basis of price advantages. Instead, they will see a benefit in shifting towards technological improvements and quality promotion and branding. This will further promote market competition, stimulate entrepreneurship and encourage high-quality development of various industries.

In facilitating information and technology transfer, UNIDO seeks to reduce trade obstacles arising from information asymmetry. Despite the strong interest from foreign suppliers of quality goods and services in exporting to the Chinese market, the lack of access to China's national regulatory information still poses various obstacles for exporters wishing to enter the Chinese market. UNIDO will help to raise awareness of China's quality supervision system and share best practices to improve the quality of products from developing countries, thus increasing exports from developing countries to China.

### 3. UNIDO's 5 days activities (Booth Number:5.2 Hall H2)

#### Day 1: E-Commerce and Innovation (5 November 2018)

##### Introduction

There has been an upward trend for global e-commerce development which is having a “positive and disruptive” effect on the underlying mechanism that governs business and international trade.

Since 2012, UNIDO has implemented a BRICS e-commerce project that focuses on promoting SME development among this group of countries through the development and cooperation on e-Trade. This regional co-operation programme (between Brazil, Russia, India, China and South Africa) has had many tangible impacts that have contributed to the promotion of e-commerce among the selected countries. UNIDO, through the BRICS e-commerce initiative, has developed an E-commerce Good Governance Framework to teach enterprises how they must conduct themselves in the e-commerce sector. Together with the China Council for the Promotion of International Trade (CCPIT), UNIDO has also established the International E-commerce Industry Alliance –a platform for global e-commerce stakeholders to convene, discuss strategies, and implement projects to promote global e-commerce development. UNIDO, the Shanghai Academy of Social Science (SASS) and other international organizations have published each year the “BRICS E-commerce Development Report” to highlight the latest e-commerce trends in this community as well as to promote knowledge exchange among the international community.

The 2018 Annual Report on E-commerce goes beyond the BRICS countries and will be presented during the 1<sup>st</sup> CIIE in Shanghai, on 5 November 2018. Furthermore, UNIDO and partners have developed an online e-commerce training course that provides a comprehensive overview on the foundations required for businesses to engage in this dynamic sector. The numerous benefits of the BRICS e-commerce project have led to UNIDO's recognition as a key facilitator to promote international e-commerce.

In March 2018, the UNIDO Director General Li signed a Joint Declaration to support the UNCTAD initiative of *eTrade for All*. On the same perspective of promoting the innovation and digital economy, UNIDO is piloting two key projects in Shanghai: 1) the Intelligent Manufacturing Training initiative and 2) the Global Innovation Networking. The projects respond to the strategies of the Chinese Government and Shanghai Municipal Government. The national “Made in China 2025” initiative combines advanced technologies with traditional manufacturing, aiming to make Chinese production globally competitive.

Apart from helping to expand the awareness and knowledge of Intelligent Manufacturing (IM) and its applications, UNIDO interventions are expected to increase the propensity of SMEs to implement IM systems in their business and manufacturing operations.

Another innovation initiative led by UNIDO in order to boost the competitiveness and trade capacity of nations is the establishment in 2017 of the Shanghai Global Science and Technology Innovation Center as a knowledge hub and a cooperation platform for dialogue and exchange of highly skilled professionals and experiences in various fields of advanced technologies (additive manufacturing, IT for smart manufacturing, Artificial Intelligence, etc.)

During the CIIE, the Shanghai Global Science and Technology Innovation Center will promote and sign new strategic agreements for Innovation and Trade capacity expansion.

## Agenda

Time	Topic	Speaker
14:00-15:00	<i>E-commerce</i>	
14:00-14:10	Presentation on the BRICS e-commerce project and its achievements	UNIDO expert
14:10-14:30	Presentation on its activities in promoting B2B e-commerce and its successes with UNIDO	Ms. ZHANG Miaomiao, Representative from EPEC
14:30-14:50	Presentation on Multilingual platform – focus on the promotion of Agro, Arts and Craft products from UNIDO Chengbu Poverty Reduction project	Mr. XIAO Yonggang, Chairman of Shangdong Zhiyan WorkWin Group Co., Ltd.
14:50-15:00	Match-making session between SMEs facilitated by EPEC and Shangdong Zhiyan	
15:00-16:00	<i>Innovation and digital development-the need for inclusive and shared innovation for prosperity and sustainability</i>	
15:00-15:10	Introduction to UNIDO's Global Innovation Network Project	Mr. WANG Genxiang, Director of UNIDO Shanghai Global Science & Technology Innovation Center
15:10-15:18	New energy project signing ceremony: Cellulosic Fuel Ethanol Project	Mr. ZHANG Shichu, President of Shanghai Global Science& Technology Innovation Center Dr. LIU Jing, CEO of Shanghai Energy Valley New Energy Technology
15:18-15:26	New energy project signing ceremony: Electric Power Plants of River Flow and Sea Wave Project	Mr.ZHANG Jianzhou, CEO/ President of Haolan New Energy
15:26-15:34	New energy project signing ceremony: Vehicle	Dr. GUI Tianjiao, CEO of Gufu technology (Shanghai) Co.,Ltd

	Hydrogen Fuel Cell Project	Dr. John Shen, CEO of Shanghai Palcan new energy science and technology Co.,Ltd
15:34-15:42	Hongkong Innovation Center signing ceremony	Mr.GAO jiaguang, Representative from Hugang Technology Innovation Fund
15:42-15:50	Financial technology project signing ceremony	Mr. ZHU Kaisheng, CEO/president of Shanghai WizarPOS information technology Co.,Ltd
15:50-16:00	Global Design Service Center project signing ceremony	Mr. LOU Yongqi, Dean of College of Design and Innovation Tongji University
16:00-17:00	<b><i>Innovation and digital development: opportunities of IM for competitiveness of SMEs</i></b>	
16:00-16:20	Brief Introduction to UNIDO Project “Intelligent Manufacturing Technology and its Application in SMEs”	Mr. WU Yugang, Director of UNIDO Shanghai International Intelligent Manufacturing Promotion Center
16:20-16:40	Intelligent Manufacturing Technology Development and its Application in SMEs	Representative from IMT Industry
16:40-17:00	Q & A	

## Day 2: Quality Infrastructure (6 November 2018)

### Introduction

UNIDO helps developing countries and economies in transition to comply with international standards. Product traceability to ensure information on the source of produce is just one example of the global standards with which exporters need to comply in order to enter foreign markets. Manufacturers in developing countries and related industry support institutions need to develop systems to comply with the new management standards, and therefore require assistance in related capacity building, awareness building and the dissemination of the necessary know-how and information.

In view of enhancing the capacity of developing countries to participate in global trade, UNIDO strengthens national and regional quality infrastructure (QI) systems by defining quality-related policies and good governance strategies, strengthening metrology, standardization and accreditation services, building conformity assessment capacities, enhancing the competitiveness of the private sector and promoting quality awareness.

UNIDO has a systematic and market-based approach to quality infrastructure. It employs a demand-driven approach to quality infrastructure development, focusing on private sector and consumer needs. UNIDO emphasizes stakeholder engagement at all stages, from quality policy and governance advice to the strengthening of institutions and conformity assessment services as well as the support to the private sector in achieving compliance with international standards and integration into global value chains.

UNIDO's approach focuses on meeting the needs of consumers in order to foster a culture of quality. The Organization adapts quality infrastructure development to specific national and regional value chains, such as fruit and vegetables (West Africa, Central Africa), coffee (West, Central and East Africa region), fisheries (Africa, Asia region), cosmetics and the automotive sector (Latin America).

At the CIIE, UNIDO will present the project NQIP Nigeria – Capacity building on Quality: Building Trust for cross border Trade. Several small and medium size businesses in Nigeria are keen to accentuate the quality of their goods and services, as made-in-Nigeria goods are often plagued by a poor perception from many consumers in Nigeria and abroad. To leapfrog economic growth stages, the promotion of quality is thus critical; improving the quality of products and services increases competitiveness as it lowers the barriers to trade. Thus, the upgrading of skills in Quality Management Systems (QMS) empowers local human resource capacity to meet the demands of local and international production and consumption – making market access easier.

## Agenda

Time	Topic	Speaker
10:00 – 11:00	<i><b>NQIP Nigeria</b></i>	
	Video show	
	Presentation of NQIP Nigeria results	UNIDO Expert
	Questions/answers	
Distribution of materials related to the NQIP Nigeria		
11:00-12:00	<i><b>E-commerce</b></i>	
11:00-11:05	Opening remarks on the “BRICS plus E-commerce Report 2018”	Mr. LI Yong, UNIDO Director General
11:05-11:25	Presentation on the “BRICS plus E-commerce Report 2018”	Prof. SHEN Kaiyan, Director of the Institute of Economics, Shanghai Academy of Social Sciences
11:25-11:35	Q&A session on the Report	
11:35-12:00	Presentation on the UNIDO Online E-commerce Training Manual	UNIDO expert
14:00-15:00	<i><b>NQIP Nigeria</b></i>	
	Video show	

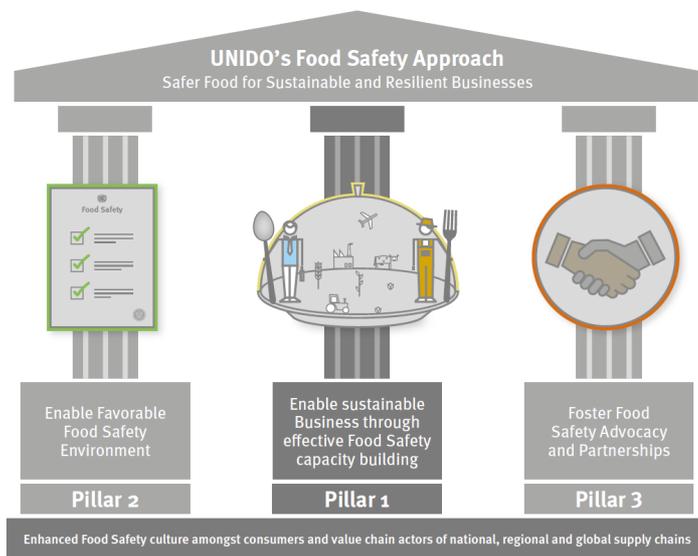
	Presentation of NQIP Nigeria result on building trust for trade: Connecting Nigerian Exporters to International Buyers – The market hub Nigeria	NEPC (Nigeria Export Promotion Council) representative
	Questions/answers	
	Distribution of materials related to the NQIP Nigeria	
16:00-17:00	Video show	
	Presentation of NQIP established Certification Bodies and related opportunities	NGCL and IPAN-SOTLAN representatives
	questions/answers	
	Distribution of materials related to the NQIP Nigeria	

## Day 3: Safer Food for Sustainable and Resilient Businesses (7 November 2018)

### Introduction

From ending hunger to sustainable industrialization and sustaining natural resources, food safety and agri-business development lie at the very heart of the 2030 Agenda for Sustainable Development.

Over the past half century, the process by which food gets from the farm to the plate has changed drastically, and the globalization of food production and trade has impacted food supply chains by making them longer, more diverse and hence more complex. Given the importance of the production of safe food to public health, food and nutrition security, trade, tourism and national economies, it is important that all those involved in food production along the supply chain, from producer to consumer, observe safe food processing and handling practices. Its far-reaching impacts make food safety a pillar that supports and sustains economic and human development and the connector between three major policy agendas: Health, Agriculture and Trade.



Hence, developing, promoting and disseminating best practices in food safety for the benefit of food and agri-food businesses as well as consumers is an essential element of UNIDO's mandate to accelerate and promote inclusive and sustainable industrial development. The Organization's food safety approach is designed to help execute UNIDO's mandate and to structure its interventions such that it can leverage its capacity building initiatives as well as its advisory and convening power to support sustainable and resilient food and agri-food businesses. It is centered on the following three key pillars:

- 1) enabling sustainable businesses through effective food safety capacity building;
- 2) enabling a favorable food safety environment through integrating food safety into the wider context of regulatory frameworks, national quality and food safety policies as well as infrastructure development;
- 3) fostering food safety advocacy and partnerships through enabling the engagement of the private sector in local, regional and global partnerships and advancing multi-stakeholder food safety dialogue and interventions.

In China, UNIDO and the China Food and Drug Administration Institute of Executive Development (CFDAIED) co-implemented the project “Food Safety Supervision Capacity Building for China” and are planning to co-deliver new initiative focusing on capacity building in the relevant area.

## Agenda

Time	Topic	Speaker
09:00 – 10:00	Session: UNIDO Food Safety Approach – Presentation with case studies and open discussions	
10:30 – 11:30	Session: Role of the China Food and Drug Administration Institute of Executive Development (CFDAIED) in advancing food safety in China – Presentation followed by Q&A	
11:30 – 13:00	Display of documentation and presentation of a selection of videos on case studies	
13:00 – 14:00	Lunch break	
14:00 – 15:00	Session: UNIDO-CFDAIED partnership on food safety capacity building – Presentation on progress and future plans	
15:30 – 17:00	Panel discussion: Global challenge on food safety and best practices for global response	

## Day 4: Investment promotion/SME Networking (8 November 2018)

### Introduction

#### **UNIDO and ITPO Shanghai's approaches and success stories on Investment Promotion**

This information session is aimed at presenting an overview of UNIDO's thematic priorities on investment promotion services, with a focus on UNIDO and ITPO Shanghai's tools and methodologies in guiding the sponsors of investment and technology projects.

Investment has been recognized as a central element in economic and social development for decades, as increased national and foreign investments lead to enhanced productivity and competitiveness.

UNIDO has been widely recognized for its ability to assist developing countries in attracting foreign direct investment (FDI) – a key driver in the industrial process, stimulating technological and institutional upgrading and fostering knowledge transfer and job creation. Foreign direct investment has the potential to ignite and sustain the dynamics of change that allow societies to combat poverty and achieve economic prosperity.

Today, in an effort to achieve its vision of Inclusive and Sustainable Industrial Development (ISID), UNIDO provides investment services to improve the business and policy environment for the private sector, assisting in the creation of productive capacities. UNIDO's programmes support investment and technology opportunities to help enterprises, especially small and medium-sized enterprises (SMEs), improve productivity and innovation, and achieve systemic competitive advantages. Through its global network aimed at fostering investment, technology and other partnership opportunities, UNIDO seeks to enable SMEs to capitalize on their unique dynamism and flexibility by strengthening synergies among enterprises and with support institutions.

UNIDO offers these services through its unique networks and programmes: the Network of Investment and Technology Promotion Offices (ITPOs), National Cleaner Production Centres (NCPCs), the South-South Cooperation Programme, the Subcontracting Partnership Exchange (SPX) Centres Network, among others. The Organization also supports industrial investment through its comprehensive Programmes for Country Partnership (PCPs).

## Agenda

<b>Time</b>	<b>Topic</b>	<b>Details</b>	<b>Proposed speakers</b>
9:30-10:30	UNIDO and ITPO Shanghai's approach in supporting the investment and technology projects.	The experiences of various stakeholders including from the beneficiary government institutions, partnering industrial parks and private sector will be highlighted.	Main speaker: KRATZSCH, Stefan, Industrial Development Officer
10:30-11:30	UNIDO ITPO Shanghai's Doing Business Evaluation Index System	Introduction of the evaluation index system and experience sharing of the implementation in district level.	Main speaker: ZHAO, Xiaolei, Head of ITPO Shanghai
14:00-15:00	UNIDO Green/Eco-Industrial Park and overseas industrial park	Introduction of UNIDO Green/Eco Industrial Park development and evaluation experience and methodologies. Experience sharing from relevant stakeholders including UNIDO Green Industrial Platform China Chapter Office, Green Industrial Bank and other stakeholders will be highlighted.	Main speaker: Representative from, UCSSIC

## Day 5: Agro-Industrial Parks (9 November 2018)

### Introduction

Globalization, expanding international markets as well as the growing middle class in many developing countries offer opportunities for producers in developing countries to operate in emerging national and international markets through the development of agro-industries adding value to agriculture produce. The establishment of industrial parks is one of the most efficient and effective means to stimulate a country's innovation and growth. Agro-industrial parks which focus on the transformation of agricultural and livestock products are strategic tools under UNIDO's inclusive and sustainable industrial development mandate and to assist countries attain the objectives of the Sustainable Development Goals.

With a renewed interest in industrialisation and requests from Member States, especially developing countries well-endowed with arable land and nature resources, UNIDO has in recent years been engaged in the delivery of technical cooperation services in the establishment of Industrial Parks including Agro-industrial parks.

This information session is aimed at presenting an overview of UNIDO's thematic priority on Agro-industrial Parks, with a focus on recent programmes in Africa.

### Agenda

Time	Topic	Details
09:30-10:30	UNIDO and Agro-industrial parks	Introducing the concept of UNIDO Agro-industrial parks and agro-poles
10:30-11:30	Round table discussion centered on UNIDO's approach in supporting the establishment and implement of agro-industrial parks	The experiences of various stakeholders including from the beneficiary country government institutions, partnering financial institutions and private sector will be highlighted. The panel includes: - Ms. Monica ZHANG, Ethiopian Consulate General in Shanghai who will share her experience of Chinese investments in the Ethiopian IAIP. - Mr. Chuma EZEDINMA from African Development Bank who will discuss UNIDO's partnership with the Bank in the establishment of agro parks in Africa.
14:00-15:00	Informative video	A short-film illustrating the process of establishing agro-industrial parks and agro poles in Africa, its' benefits and UNIDO experts discussing the technical assistance provided.

## **4. UNIDO Side event: Better Trade for Better Life - Quality Infrastructure Facilitates Trade and Sustainable Development (6 November 2018)**

### **Background**

#### **Quality infrastructure is a key to develop value chains and gain access to foreign markets**

Quality infrastructure is vital to verify compliance of products and services with market standards and requirements. It contributes to enhancing international competitiveness, reducing trade costs and building export capacity. It has been proven that quality infrastructure facilitates technology transfer, improves business environment and contributes to sustainable economic growth and job creation.

Setting up, or strengthening, a Quality Infrastructure System is therefore one of the most positive and practical steps that a developing nation can take on the path to becoming a thriving economy. It is a basis for prosperity, health and well-being, and plays an important role in promoting and supporting the achievement of the UN Sustainable Development Goals.

Quality infrastructure is particularly relevant for value chains and trade flows. Developing countries, least developed countries (LDCs), and their SMEs, are often constrained by a lack of awareness on quality requirements in foreign markets and by insufficient capacity to produce, verify and demonstrate compliance with these requirements. These constraints restrict their ability to enter the huge Chinese market, to develop productive capacity, and to improve export diversification.

#### **UNIDO has been a strategic partner in quality infrastructure development**

For more than 40 years, UNIDO has been supporting partner countries to increase their competitiveness through quality and compliance with standards. It develops quality infrastructure systems through targeted interventions that enhance national capabilities of standardization, metrology, conformity assessment, accreditation and market surveillance in order to develop productive capacity, expand their export base and increase domestic and foreign investment.

UNIDO strengthens national and regional quality infrastructure (QI) systems by defining quality-related policies and good governance strategies, strengthening metrology, standardization and accreditation services, building conformity assessment capacities, enhancing the competitiveness of the private sector and promoting quality awareness. In doing so, UNIDO focuses on six main principles:

- 1) It follows a systemic approach based on market needs;
- 2) It puts its beneficiaries in the driving seat;
- 3) It delivers efficiently, cost-effectively and transparently;

- 4) It integrates global best practices;
- 5) It emphasizes partnerships;
- 6) In all its programmes, it respects gender balance and equality, good governance and sustainability.

**Hand-in-hand, UNIDO is ready to support China and its partners to facilitate trade flows and to promote sustainable development**

Demand among the expanding middle class in China for high quality products and services continues to grow. Quality is a core issue in China and Chinese consumers are seeking safer, more innovative and sustainable products, for a better life. Hence, quality assurance is a prerequisite for entering this 1.3 billion-strong market. China's standards and quality infrastructure (standardization, metrology, conformity assessment, accreditation and market surveillance) plays a key role in ensuring compliance with technical regulations and other regulatory requirements.

In the framework of the China International Imports Expo, UNIDO is co-organizing with the State Administration for Market Regulation (SAMR) – the leading ministry in China for quality infrastructure – a side event on 6 November 2018. The side event:

- 1) Aims to conduct a dialogue at the policy and practical level on how to address challenges caused by non-tariff barriers through building a resilient quality infrastructure system in developing countries;
- 2) Focuses on how developing countries and LDCs can improve their access to the Chinese market and raises awareness of China's quality infrastructure system in metrology, standardization, conformity assessment, market surveillance and quality supervision, as well as best practice for quality assurance;
- 3) Demonstrates how UNIDO is supporting developing countries to improve their quality infrastructure, and how this support can assist these countries to enter the Chinese market in the future, based on the long history of close collaboration between UNIDO and the government of China on food safety and quality issues.

In cooperation with China, UNIDO is at present building capacity for QI in countries along the Belt and Road and beyond. In China, the Organization is ready to support the establishment of a QI training centre to promote QI cooperation among countries along the Belt and Road. UNIDO could assist the Chinese Government, QI institutions and enterprises, in particular SMEs, to strengthen market surveillance, improve quality of products and services and facilitate trade flows with their partners, which will ultimately contribute to structural reforms and to meet the demand of Chinese consumers for high-quality products and services.

## Format

Besides the opening session with keynote speeches, the event is structured in two parts.

During the **first part**, high-level representatives national governments will present challenges and gaps encountered by developing countries while developing their value chains and productive capacity and accessing international markets, as well as tangible efforts made to tackle these challenges in order to improve quality of products and services and comply with standards and market requirements.

During the **second part**, seven panellists are invited to present and discuss the different aspects of best practice for entering the big market in China. Topics to be addressed will include quality infrastructure-related technical cooperation by international development partners; the role of quality infrastructure (e.g. metrology, standardization, and conformity assessment) to facilitate trade and innovation; and good practice developed by both public and private sector stakeholders to facilitate trade flows in particular importation of high-quality products and services to serve demands of consumers. The main objective of the presentations is to raise awareness of the regulatory regime in China in terms of quality assurance and supervision and present innovative approach of private sector players to comply with regulatory requirements and facilitate access to the Chinese market.

After the panel discussion, the moderator will invite the audience to provide comments and ask questions. Participation from the audience will be encouraged in order to ensure an interactive event.

## Tentative agenda

- 1) Hosted by: UNIDO; State Administration for Market Regulation (SAMR) of the People's Republic of China
- 2) Organizer: Development and Research Center, SAMR; Shanghai Municipal Bureau of Quality and Technical Supervision; UNIDO ITPO Shanghai, China
- 3) Time: 09:40-12:00, 6 November 2018
- 4) Venue: A2 Conference room
- 5) Moderator: Vice Minister, State Administration for Market Regulation (SAMR) of the People's Republic of China

Time	Topic	Details	Speakers	
08:30-09:30	Registration			
09:40-10:10	Opening		Moderator: Ms. LIU Yan, Director General of the Department of International Cooperation, SAMR	
09:40-09:55	Keynote speech		Mr. LI Yong, Director General of UNIDO	
09:55-10:10	Keynote speech		Mr. ZHANG Mao, Minister, SAMR	
10:10-10:40	High-level Guest Speeches (10 mins each)	<ul style="list-style-type: none"> <li>What are common obstacles or challenges faced by developing countries to develop value chains and access to foreign markets?</li> <li>What is the role of a resilient National Quality Infrastructure system in facilitating trade and ensuring quality of products and services?</li> </ul>	10:10-10:20	Mr. Moulay Hafid Elalamy, Minister of Industry, Investment, Trade and Digital Economy, the Kingdom of Morocco
			10:20-10:30	Vice Minister, Ministry of Industry and Information Technology, People's Republic of China
10:40-11:00	Coffee/tea break			
11:00-12:00	Panel Discussion	Best Practice to Enter the Chinese Market	Moderator: Mr. Han Jianping, Deputy Director General, State Administration for Market Regulation (SAMR), the People's Republic of China  7 speakers (speech or presentation by each speaker for 6 mins and followed by one question by the moderator)	
		Collaborating in quality assurance systems through building quality infrastructure, to promote the well-being of mankind	Mr. WEI Chuanzhong, Chairman, China Society of Inspection and Quarantine (CSIQ)	

		Setting up a resilient National Quality Infrastructure to facilitate trade and promote sustainable development in development countries	Mr. Bernardo Calzadilla-Sarmiento, Director of the Department of Trade, Investment and Innovation, UNIDO
		Strengthening cooperation in metrology to promote trade facilitation	Mr. Jun Xie, Director of the Department of Metrology, SAMR
		The reform of the standardization system in China and its implication to market regulation and trade facilitation	Mr. Gang Cui, Director General, Department of Standards and Innovation, SAMR
		The certification and Accreditation system in China to strengthen conformity assessment and support Market Regulation	Mr. Xinjian Xu, Director General, Department of Accreditation and Testing, SAMR
		The practice and choice of entering Chinese market	Mr. Ng Tian-Chong, Senior Vice President and President for Asia Pacific Region and Japan, HP Mr. Pascal De Petrini, Senior Vice President, Danone
	Q&A (15mins)		

## 5. Parallel Session: Trade and Innovation

### Introduction

At present, the new industrial revolution characterized by digitalization, networking and intelligence is booming, bringing rapid changes to the industrial and economic landscapes. Intelligent manufacturing, "Internet plus", digital economy, e-commerce, and sharing economy are leading the wave of innovation and development. New economies and new formats have brought huge new opportunities for the global economy. In this context, it is necessary to explore how to seize opportunities in the new technological revolution and the rapid development of new economy and new business, how to innovate economic models and ways of cooperation, expand terms of trade, stimulate trade, and create a safer, fairer and more prosperous world.

### Discussion questions

1. What is the impact of Internet of Things, cloud computing, big data, artificial intelligence and other technologies on reshaping the international trade? What new trends and changes have been brought to international trade and investment by the application of new technologies?
2. Industrial structure is the fundamental factor determining a country's export mix. Technological innovation drives the optimization of a country's export mix by upgrading industrial structure. How can we promote technological exchanges among countries and enhance their technological innovation capacity to keep improving their trade mix?
3. The international trade in the digital age is facing major opportunities. How can we seize the new trade opportunities brought about by the digital economy and the sharing economy, and foster new drivers for trade?
4. How can we strengthen service trade cooperation, develop new forms of service trade, and promote the transformation and upgrading of international trade?

### Agenda

Time: 14:30-17:00, November 5, 2018

Venue: Conference Room B, 4.2 Hall, National Exhibition and Convention Center (Shanghai)

Time	Topic	Panelists
14:30-14:35	Opening session	Moderator: Frank Ning, Chairman of the Board, Sinochem Group
14:35-15:30	Speeches	Head of international organization: Li Yong, Director General, UNIDO  Foreign entrepreneurs: Oh-hyun Kwon, Chairman, Samsung Electronics & Samsung Advanced Institute of Technology
15:30-15:50	Tea break	Christoph Franz, Chairman, F. Hoffmann-La Roche AG Eric Rondolat, CEO and Chairman of the Board of Management, Philips Lighting
15:50-16:50	Interaction and discussion	Chinese entrepreneurs: Jack Yun Ma, Executive Chairman, Alibaba Group Xu Lirong, Chairman of the Board, China COSCO Shipping Corporation Limited
16:50-16:55	Q&A	Foreign scholars: Rebecca Fatima Sta. Maria, Senior Policy Fellow, Economic Research Institute for ASEAN and East Asia
16:55-17:00	Close session	Chinese scholars: Lin Yifu, Honorary President, National School of Development

## 6. Conclusion

The first China International Import Expo will promote international cooperation and facilitate imports to China from countries and regions around the world, to contribute to the advancement of Inclusive and Sustainable Industrial Development (ISID) and the 2030 Agenda for Sustainable Development. Since China has transformed from the traditional economic growth to a “new normal”, the organization of the CIIE is a significant move to firmly support trade liberalization and economic globalization and actively open the market of China to the world. It facilitates the expansion of China’s imports of products and services from other countries and regions, and strengthens economic and trade cooperation in the form of North-South, South-South and triangular cooperation. As a result, Chinese consumers will benefit from having access to a larger variety of imported products without compromising on quality.

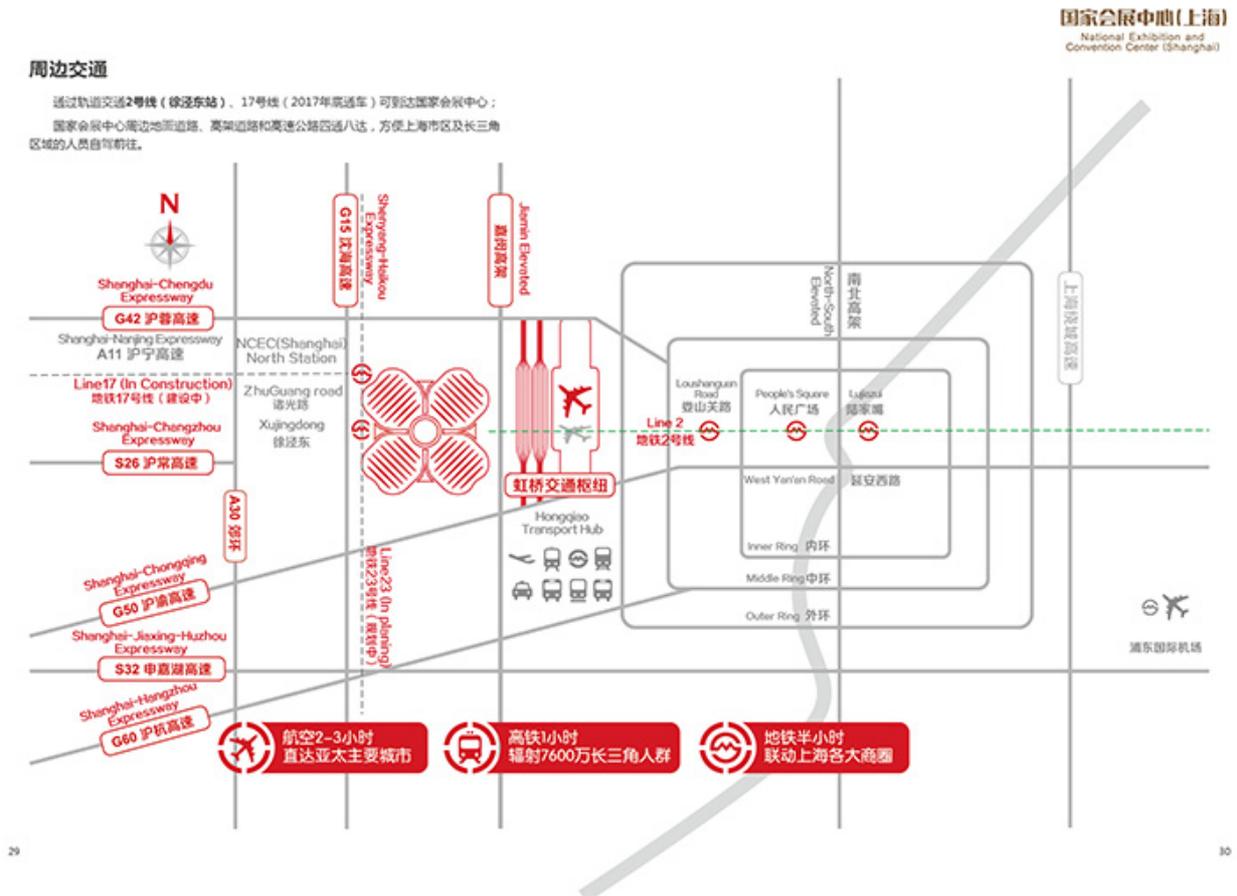
The CIIE will provide a platform to encourage investment and innovation among developing countries and will ensure that LDCs can benefit from the expertise and experience of more advanced developing countries. UNIDO and CIIE will establish a long-term cooperation mechanism to ensure true sustainability; for instance, by launching UNIDO investment-related reports, by sharing results of the UNIDO Programmes for Country Partnership and by fostering the development of SMEs, for example through e-commerce. Environmental sustainability will also be one of the core issues.

# Annex

## Public Transportation Around National Exhibition and Convention Center

### Rail Transportation

Metro Line 2 East Xujing Station Exit 4,5,6



# 国家会展中心(上海)

National Exhibition and  
Convention Center (Shanghai)

## 抵达交通指引

Traffic Guidance



### 公交:

- 1、865路: 可接驳地铁10号线上海动物园、9号线漕河泾开发区、1号线锦江乐园站;
- 2、706路: 可接驳地铁9号线九亭站;
- 3、776路: 可接驳地铁10号线紫藤路, 2、3、4号线中山公园站。



### 自驾车:

- 1、从上海市区:
  - (1) 延安高架、南部外环高速方向, 嘉闵高架-建虹高架-盈港东路-国家会展中心指定区域, 或盈港东路-诸光路-崧泽大道-国家会展中心指定区域;
  - (2) 北翟高架、北部外环高速方向, 嘉闵高架-崧泽高架-崧泽大道-国家会展中心指定区域。
- 2、从长三角: 杭州、宁波、苏州方向客流可分别G60、G2等高速汇集至G15沈海高速-崧泽大道下匝道-崧泽大道-国家会展中心指定区域, 或崧泽大道-诸光路-盈港东路-国家会展中心指定区域。

### BUS:

1. Bus No. 865: Go to Shanghai Zoo (Line 10), Caohejing development Zone (Line 9), Jinjiang Park (Line 1).
2. Bus No. 706: Go to Jiuting Subway Station (Line 9).
3. Bus No. 776: Go to Ziteng Rd (Line 10), Zhongshan Park (Line 2,3,4).

### Driving:

1. Shanghai Area:
  - 1) Yan'an Elevated Rd and the South of Outer Ring
    - Jiamin Elevated Rd - Jianhong Elevated Rd - East Yinggang Rd - the designated areas of NECC
    - East Yinggang Rd - Zhuguang Rd - Songze Avenue - the designated areas of NECC
  - 2) Beidi Elevated Rd and the North of Outer Ring:
    - Jiamin Elevated Rd - Songze Elevated Rd - Songze Avenue - the designated areas of NECC
2. Yangtze River Delta - Hangzhou /Ningbo/Suzhou
 

From G60/G2 together to G15 -

  - Songze Avenue Ramp - Songze Avenue - the designated area of NECC
  - Songze Avenue - Zhuguang Rd - East Yinggang Rd - the designated area of NECC