

# Yangpu Drives "Exhibits-to-Products" and Expands the Spillover Effect of the CIIE

By Maoxinhui, Fangxiang, Suzhan and Liu Liyuan

As exhibits become products, exhibitors turn into investors, first-time visitors return as repeat participants, and "CIIE-featured goods" quickly appear in everyday life, the "6+365" spillover effect of the China International Import Expo is on full display. Many exhibitors are using this platform to introduce high-quality products to the Chinese market. At the CIIE, exhibits have long moved beyond simple showcases and now act as catalysts for deeper cooperation across global industrial chains.

As a long-time participant of the CIIE, Amcor, a leading consumer-goods packaging company, has brought several new products this year tailored specifically for the Chinese market.

Yangpu District and Amcor Group signed a new round of strategic cooperation agreements at the Expo. The two sides will further strengthen collaboration in research and development, industrial cooperation, and talent training.

Founded in 1860 and headquartered in Zurich, Switzerland, Amcor is dual-listed on the New York Stock Exchange and the Australian Securities Exchange. It is the world's largest consumer-goods and healthcare packaging company. Over more than 30 years in China, Amcor has invested more than 2 billion US dollars and now operates 24 manufacturing plants, two research centers, and employs about 6,000 people nationwide.

Amcor and Yangpu first connected at the second CIIE in 2019. The Expo, an open platform filled with opportunity and energy, helped spark their partnership. "Yangpu is home to Amcor's Greater China headquarters. Since our move in 2020, government departments at all levels have offered tailored services and timely support that helped us solve real challenges in our development," said She Xin, President of



Amcor China and North Asia. "Renewing our five-year agreement not only reflects our gratitude for past cooperation, but also our strong confidence in the future of the Chinese market."

In China, roughly 300 million products circulate every day using Amcor's packaging. From snacks to microwave-ready meals, from cold-chain fresh food to personal care items, Amcor packaging is present in nearly every corner of daily life. At this year's CIIE, the company showcased nearly 300 packaging products and held six major signing and launch events with partners including Wong Lo Kat, Yanjin Shop Food, Zhongrun Yangtze, and SABIC. The total value of these deals exceeded 400 million RMB.

"China's complete industrial chain, vibrant consumer market and continuously improving business environment are the core reasons behind Amcor's continued investment in the country," said She Xin.

Mato Grosso is one of Brazil's most important agricultural and livestock-producing regions and is known as the "world's granary." It produces 10 percent of the world's

soybeans and ranks fourth globally in cotton output. The "Invest Mato Grosso" (INVEST MT) office was recently launched at the Brazil Center in Yangpu District. It will serve as a support hub for promoting products from Mato Grosso and a strategic center for attracting investment. This is the state's first overseas office established by its investment promotion agency in Shanghai.

Mirael Praeiro, Director of the Mato Grosso Investment Promotion Agency, said the office will provide comprehensive support and help more projects and businesses take root in both markets in a professional, safe, transparent and efficient manner.

Mato Grosso has actively participated in the China International Import Expo since 2023. In 2024, its pavilion ranked seventh among the "30 Most Influential Foreign Institutions at the CIIE."

At the end of last year, China and Brazil signed a cooperation agreement on sesame exports. In June this year, the first batch of Brazilian sesame entered the Chinese market. As Brazil's largest producer of sesame products, this cooperation is of great significance to Mato



Grosso. Three sesame companies from the state joined this year's CIIE to present their products to Chinese importers and consumers.

Cesar Miranda, Secretary of Economic Development of Mato Grosso, said, "We hope that the office at the Brazil Center in Shanghai will help us better embrace the opportunities brought by the Chinese market and build lasting cooperation. We also look forward to using this office as a bridge to reach other Asian countries such as South Korea and India."

During this year's China International Import Expo, Yangpu also held a special promotional event for the Fuxing Island Innovation and Entrepreneurship Cluster at Shuantai Park. The event showcased to the world the island's transformation from a "strategic reserve zone" to a rising hub of innovation, fully leveraging the spillover effect of the Expo. Nearly 20 Chinese and international companies reached strategic cooperation intentions with Yangpu District, covering key areas such as financial empowerment, research and innovation, professional services, international col-

laboration and urban development.

According to officials from Yangpu District, the CIIE has become an important platform for driving outward-oriented economic growth. Yangpu will continue to build a stable, transparent and predictable business environment, promote the transition from "exhibits to products" and "exhibitors to investors," expand the Expo's spillover effect, and strengthen international exchange and trade promotion functions. These efforts aim to inject lasting momentum into the district's high-quality economic development.

A meaningful and mutually reinforcing relationship is emerging between the two timeframes of six days and 365 days. The spillover effect generated during the six-day exhibition influences the market throughout the year, while the year-long market response continues to reshape the six-day event.

"In the new era, we share the future." Within this dynamic cycle of "6+365" and "365+6," the China International Import Expo will continue to write new chapters of win-win development for global exhibitors and the Chinese market.

# Yangpu Attracts Global Expertise to Power New Growth

By Mao Xinhui

Yangpu is home to 15.5 kilometers of waterfront along the Huangpu River. Here, leading companies such as Douyin and Meituan form a dynamic industrial chain. Industrial landmarks including the power plant, hemp warehouse and Minghua Sugar Warehouse have been revitalized. The innovation ecosystem on Fuxing Island is gaining momentum, where a century-old industrial heritage blends seamlessly with emerging technological strengths.

Recently, the Yangpu Riverside International Academician Innovation Center was inaugurated. The center represents more than a physical space;

it is an important initiative for Yangpu to bring in global intellectual resources and advance new quality productive forces. Wu Zhiqiang, Academician of the Chinese Academy of Engineering and Vice Chair of the CAETS Committee on Exchange and Cooperation, said the center will leverage international platforms such as CAETS to support urban innovation, build a global hub for academic exchange, and promote the translation of scientific research into industrial applications.

"CAETS is a global alliance of national engineering academies, covering more than 30 national academies and over 20,000 academicians," Wu explained. "Establishing the Committee on Exchange and Cooperation in Shanghai aims to

connect international engineering experts with China's practices in industrial upgrading, urban renewal and ecological governance."

Wu also shared the center's guiding concept. "The overall approach continues the philosophy of the World Expo. On land along the Huangpu River once polluted, we first completed ecological restoration, then introduced urban living functions, and ultimately advanced technological innovation. This is a systematic project that requires support from all sides."

He noted that many international academicians who have visited China hold a strong affinity for the country. "If they can not only visit, but also participate

deeply in industrial upgrading, urban environmental improvement and technological innovation, their engagement will evolve from simple academic exchange to collaborative research with young Chinese scholars, and eventually grow into genuine cultural connection. It is a step-by-step process."

Wu emphasized the importance of "precise allocation" of resources. "Many academicians hold key technologies. Many enterprises face technical bottlenecks. Young scholars need guidance, while international experts need outstanding students to carry forward their legacy. The center will focus on building bridges for precise and effective matching."

According to the briefing, the center will place international academician resources at its core and rely on Yangpu's unique waterfront location and industrial foundation. It will focus on areas such as water-ecology systems, urban renewal and quality of life. Through international forums, project collaboration and talent development, it aims to build a high-end platform for global academic exchange and integrated innovation among industry, academia and research. The goal is to support Yangpu in developing into a new hub where technological innovation and industrial upgrading converge along an international waterfront.