

Theme and Topic Description of the 20th China Expo Forum for International Cooperation (Draft)

January 8 to 10, 2025, Tianjin

Theme of CEFCO 2025:

Empowering a Sustainable Future with New Quality Productive Forces

Green, low-carbon, digital, intelligent, and sustainable development has been among the priorities for global economic development with the in-depth advancement of the new round of scientific and technological revolution and industrial transformation. In response to the call of the times, China has actively fostered and developed new quality productive forces featuring high technology, high efficiency, and high quality, bringing the exhibition industry new opportunities and growth drivers. Upholding the tenet of “Openness, Cooperation, and Win-win”, the 20th China Expo Forum for International Cooperation (CEFCO 2025) will be a platform that pools global innovative forces, promotes international cooperation, and unites global exhibition and conference players to forge a path toward a sustainable and prosperous future.

Opening Ceremony

Speeches: Senior officials of Tianjin Municipality and chiefs of co-hosts — China Council for the Promotion of International Trade (CCPIT), UFI, The Global Association of the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), Society of Independent Show Organizers (SISO), and International Congress & Convention Association (ICCA).

Plenary Sessions

1. CEO Dialogue - Region, Strategy and Growth

The regional landscape of the international exhibition and conference industry is continuously changing following profound adjustments of global supply chains. Both globally renowned and Chinese local exhibition and conference companies are exploring new avenues and themes for exhibitions and conferences to secure new opportunities for business growth. How do global leading exhibition and conference groups evaluate the current situations, prospects as well as opportunities and challenges of regional markets including China? What are the focuses of the CEOs of various exhibition and conference groups?

In this session, senior executives of well-known exhibition and conference groups in and out of China will be invited to share their insights on the topics above.

2. Global Main Exhibition and Conference Markets - Review and Outlook

Faced with both new opportunities and challenges amid recovering global economy as well as accelerating digital transformation, the exhibition and conference industry, an important platform that ties enterprises, industry professionals, and consumers, is undergoing profound changes. In this session, chiefs from relevant exhibition and conference industry associations and professional agencies will be invited to present the 2024 Exhibition and Conference Industry Survey and Analysis, and to share their insights into future trends and prospects.

Panel Discussions

1. Global Presence of China's Exhibition and Conference Industry - New Modes and New Paths

More and more Chinese exhibition agencies are exploring and attempting to organize professional exhibitions overseas, heeding the call of a new round of “go global” campaign across industries. Is it a forced move or an active strategy? What are the right ways to choose destinations and cooperative partners? What can we draw from successful practices? What are the risks to be avoided? This session will focus on the motivations, achievements, experience and difficulties of going global.

2. Building an Exhibition and Conference Destination City: Key Elements and Successful Experience

As exhibitions and conferences can drive industrial development, increase job opportunities, and improve a city's visibility, many Chinese cities are building themselves into hubs for exhibitions and conferences by enhancing services and mobilizing resources. How to foster a favorable urban ecology conducive to the development of the exhibition and conference industry? What are the key elements for success: infrastructures and supporting services, or industrial foundation? Do emerging exhibition and conference cities enjoy late-comer advantages? In this session, exhibition and conference agencies from well-known cities across the world will be invited to share their instructive experience in attracting exhibitions and conferences and fostering city brands.

3. Latest Practices in Empowering Exhibitions and Conferences with Digital Technologies

Artificial intelligence, a key driving force behind the new generation

of scientific and technological revolution and industrial transformation, is presenting new opportunities for the development of the exhibition and conference industry. Now, artificial intelligence has been applied to every corner of the exhibitions and conference industry ranging from event planning, user demand analysis and on-site services to post-exhibition report generation, significantly boosting the development of the exhibition and conference industry. How to harness the potentials of exhibition and conference data, improve participants' experience and interactivity, enhance the display effect and better serve industry development and trade growth through up-to-date technologies? In this session, guest speakers will share their latest practices about these aspects.

4. How Far Are We from Green and Low-carbon Exhibitions and Conferences?

Green exhibitions and conferences will become a mainstream as environmental protection and sustainable development have attracted global attention. How to transform the concept of low-carbon exhibitions and conferences into reality? How can green and low-carbon practices complement the commercial operation of exhibitions and conferences? In this session, representatives from global organizers, exhibition and conferences halls, and service providers will be invited to share their feasible and replicable experience in organizing green and low-carbon exhibitions and conferences from different perspectives.