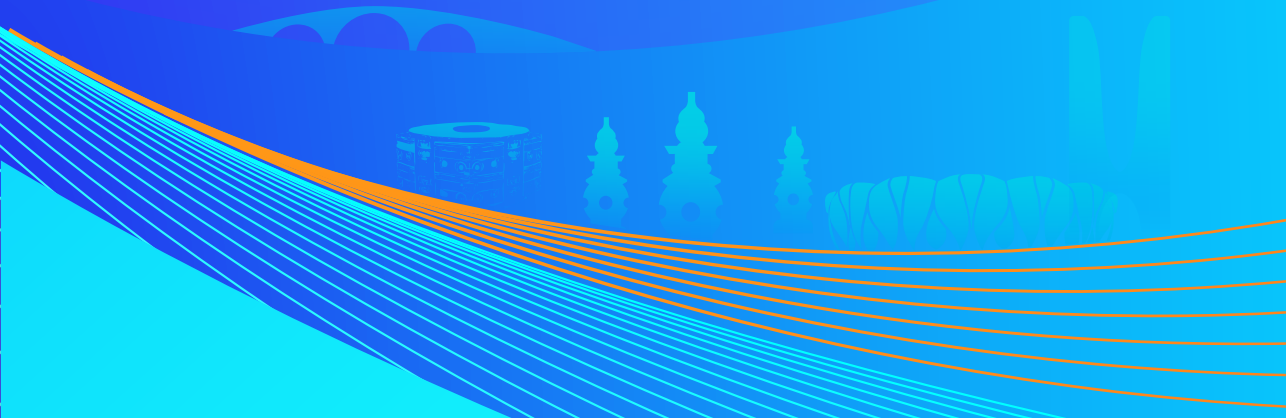


THE THIRD GLOBAL DIGITAL TRADE EXPO

INVITATION

September 25-29, 2024

Hangzhou, China



Overview

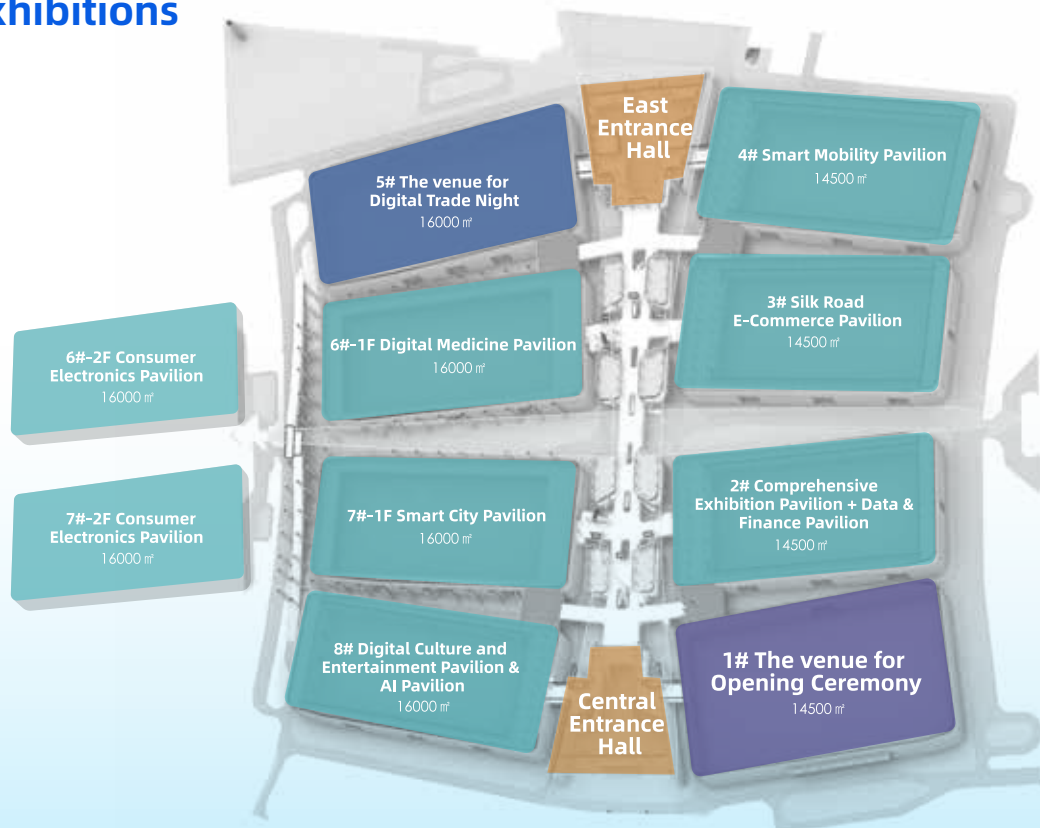
President Xi Jinping, during the opening ceremony of the 3rd Belt and Road Forum for International Cooperation, announced that the Chinese government will make Global Digital Trade Expo an annual event. As the country's only state-level expo for digital trade stakeholders worldwide, GDTE is a state-guided, commercialized MICE event calling for fair play and self-discipline in the markets. It is certainly a barometer for global digital trade, as well as a world-class platform for identifying trends, acquiring services, setting rules, facilitating exchanges, finding partners, attracting enterprises, selecting products, and pursuing future growth.



THE THIRD GLOBAL DIGITAL TRADE EXPO

EVENT THEME:	Digital Trade, Global Access
DATE:	September 25 th to 29 th
VENUE:	Hangzhou Grand Exhibition Center
EXHIBITION SPACE:	150000m ²
ORGANIZER:	Zhejiang Provincial People's Government, Ministry of Commerce of the People's Republic of China
HOST:	Hangzhou Municipal People's Government, Department of Commerce of Zhejiang Province, Trade Development Bureau of the Ministry of Commerce, PRC

Exhibitions



“1+8” 1 Comprehensive Exhibition Pavilion
8 Digital Industry Pavilions

2#
Comprehensive
Exhibition Pavilion

An upscale presentation of digital trade fruits and advances from international organizations, guest countries of honor, guest provinces/cities of honor, Hangzhou's international sister cities, and Hong Kong, Macao and Taiwan. It also offers an exhibition space for the spearheading companies.

2#
Data & Finance
Pavilion

This pavilion, with a focus on digital finance and data elements, contains fin-tech, digital payment, digital consulting, digital insurance, etc. It also touches upon the fundamental system, processing, storage, ownership, circulation, governance, and cross-border flow of data.

3#
Silk Road
E-Commerce
Pavilion

Highlighting e-commerce cooperation advances under the Belt and Road Initiative, this pavilion presents the scenarios, new models and market potential of the e-commerce industry chain, covering e-trading platforms, cross-border livestreaming, cross-border logistics, brand owners, channel providers, overseas Hangzhou, etc.

4#
Smart Mobility
Pavilion

This pavilion focuses on new mobility in the digital context and CASE (connected, autonomous, shared, and electric) technologies, including new mobility models like electric manned vehicles, intelligently connected cars, and shared mobility.

6#-1F
Digital
Medicine Pavilion

This pavilion address key issues in diagnosis, treatment, and R&D, and explore how to provide efficient, accurate, and convenient healthcare services through IoT, AI, big data, etc.

7#-1F
Smart City Pavilion

This pavilion introduces paths and cases of using innovative technologies and models to make cities smarter, which will help underpin the vigorous development of related industries.

6#7#-2F
Consumer
Electronics Pavilion

To envision an all-scenario smart living space, the exhibition will display consumer electronics in all categories and particularly spotlight smart home systems, smart wearable devices, trendy lifestyle, and audio-visual entertainment in different themed zones.

8#
Digital Culture and
Entertainment
Pavilion

This pavilion showcases the latest software, hardware, products, and more advances in digital culture and entertainment, including short videos, online videos, mobile games, online music, pan-entertainment livestreaming, movies, show performances, mobile animation, etc.

8#
AI Pavilion

This pavilion highlights how digital technology promotes digital trade in new forms, covering AI research, application, equipment, and services. It has four zones, separately for core foundation, foresighted technology, innovative application, and patent transformation.

Core Events

Opening Ceremony

- Date & Time:** September 25, 2024 (A.M.)
- Venue:** Hangzhou Grand Exhibition Center
- Guest Speakers:** State leaders, foreign dignitaries, and representatives of the guest countries of honor and international organizations
- Topic:** New global development and future in digital trade

Industrial Matchmaking

The Expo will stage multiple matchmaking sessions, like investment negotiations and road shows, for companies dedicated to e-commerce, AI, smart city building, data trading, digital finance, digital entertainment, digital mobility, digital healthcare, consumer electronics, and other fields.

Featured Activities

Special activities, like digitalized human debates, DT awarding, the innovation competition, the "GDTE Week" in universities, and the Night of Digital Trade, will be held for a wider scale of digital application and better user experience through some emerging technologies, such as digital human development, blockchain, AI, glasses-free 3D, and so forth.



A Glance of GDTE 2023

The 2nd Global Digital Trade Expo on November 23th to 27th, jointly organized by Zhejiang Provincial People's Government and the Ministry of Commerce, PRC, and hosted by Hangzhou Municipal People's Government, Department of Commerce of Zhejiang Province and the Trade Development Bureau of the Ministry of Commerce, is considered a part of our country's strategy of "promoting digital trade and making China a global trader of quality", a goal proposed at the 20th National Congress of the Communist Party of China. It has debuted as China's Class-A MICE event and another state-level event in Zhejiang province besides the 19th Asian Games.

An expo of higher level

A bigger event

More VIPs and guests

Wider participation of global stakeholders

A more digitalized show

An expo of higher influence

Updated association management

Record-high contracted investment

More eye-opening exhibitions

Better event services

◆ **63** countries (or regions)

◆ **68** international organizations and overseas business associations

◆ **105** officials from foreign diplomatic missions or governments

◆ **100+** top executives of multinational corporations

◆ **500+** insiders and experts

◆ Participation of all **31** provinces (or province-level autonomous regions/municipalities) in Chinese mainland, and Hong Kong SAR, Macao SAR, and Taiwan province

Outreach to Worldwide Digital Traders

Guest countries of honor



South Africa



Finland

Guest provinces/municipalities of honor



Chongqing



Fujian



Guizhou

Joint Discussions for an Opener System

Discussions on digital trade rules, rules-making, management and standards

10 thematic forums (Silk Road E-commerce, Digital Culture Trade, Digital Finance, etc.) and **3** industrial matchmaking sessions

120+ publicized rules, standards and reports (e.g. Report on China's Development of Digital Trade)

Key Projects as a New Growth Driver

32 key projects, signed with a contracted total of **155.85** bn. yuan



A New Trail with Colorful Events

- ◆ “Silk Road E-Commerce Day” (debuted in GDTE 2023) welcomes ambassadors of partner countries to the Expo for the first time.
- ◆ “Paradise on Earth” (The Night of Digital Trade) is also an award ceremony for the Global Digital Trade Innovation Competition.
- ◆ Forbes China Digital Trade Dialogue (debuted in GDTE 2023) offers a chance for communication, resource matchmaking and standards building.
- ◆ DT Awards encourages its winners to play a leading role in the business.

Efficient Publicity to Build a Wider Influence

645 journalists from **130+** domestic and foreign media

20,300 articles covered or forwarded by the mainstream media

809 million views on the **150,000** news/reports across the cyber space

13,600,000 views on Douyin (TikTok in the Chinese mainland)

52,834,600 views on Weibo

Front-edge Technologies to Boost Digital Vitality

- ◆ Participation of the top **4** cross-border e-commerce giants (Alibaba, PDD, ByteDance, and Shein)
- ◆ First GDTE digital collectibles
- ◆ The growth trend and application of **50** Large Models
- ◆ The first-time application of the Asian Games’ senseless security check system
- ◆ Debuts of **77** corporate exhibitors and hundreds of their products

A Virtual-physical Portfolio Platform

Debuts of 100 virtual-physical projects

(e.g. the 19th Asian Games NFT “the Surfer”, the intelligent bionic arm that lit the cauldron at the 4th Asian Para Games, the digital full-color 3D printing, the “Lite3 robot dog”, the scent movie, etc.)



Tech Innovation Conversion to Flourish International Cooperation

The Expo unveiled “2023 Global Digital Trade Industry Top 100 Enterprises” (by Forbes) and “2023 Top 100 Digital Trade Enterprises in China/Zhejiang Province” (by CCID Consulting). It also announced 100 best digital trade innovations, signed an agreement with state funds (multibillion), founded the Digital Trade Alliance and Digital Trade Think Tank, 100 digital trade best practices, set up the Digital Healthcare Committee, released the first batch of model enterprises for cross-border data trade, and unveiled the ranking of “2023 Top 10 Digital Trade Figures”.



THE THIRD GLOBAL DIGITAL TRADE EXPO

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