



BEYOND CONVENTIONS

**INNOVATION AS THE NEXT
WAVE OF CHINA'S INBOUND**

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CHINA AS EXPO POWERHOUSE

Canton Fair is still the anchor. This year is attracting over 250k overseas buyers from more than 200 countries.

China's exhibition market has depth. 3,844 economic and trade exhibitions in 2024.

Takeaway: Scale and global reach are solid. The conversation now shifts from headcount to higher-value outcomes.



EXECUTIVES NOW TRAVEL TO LEARN AND TO PARTNER

Visit the **Factory floors** and **tech campuses**

Canton Fair as a touchpoint, not the purpose

Learning from **China** as innovator





HANGZHOU AS AN INNOVATION BRAND

Six Little Dragons of Hangzhou: Game Science, DeepSeek, Unitree Robotics, DEEP Robotics, BrainCo and Manycore Tech

Anchors: Alibaba, Ant Group, NetEase, Geely

AI and robotics: DeepSeek, Unitree, DEEP Robotics

Universities: Zhejiang University, Westlake University

GLOBAL AUDIENCES ENGAGE WITH CHINA'S INNOVATION STORIES



Rudolf Hollander and 5,198 others 288 comments · 458 reposts

Yereth Jansen posted this · 3mo



Shanghai just moved a **7,500-ton** historic building. With **432** walking robots.

...

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5,199

288 comments

▲ **566,698**
Impressions

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Yereth Jansen posted this · 11mo



A robot dog just replaced human workers in China 🤖🐕

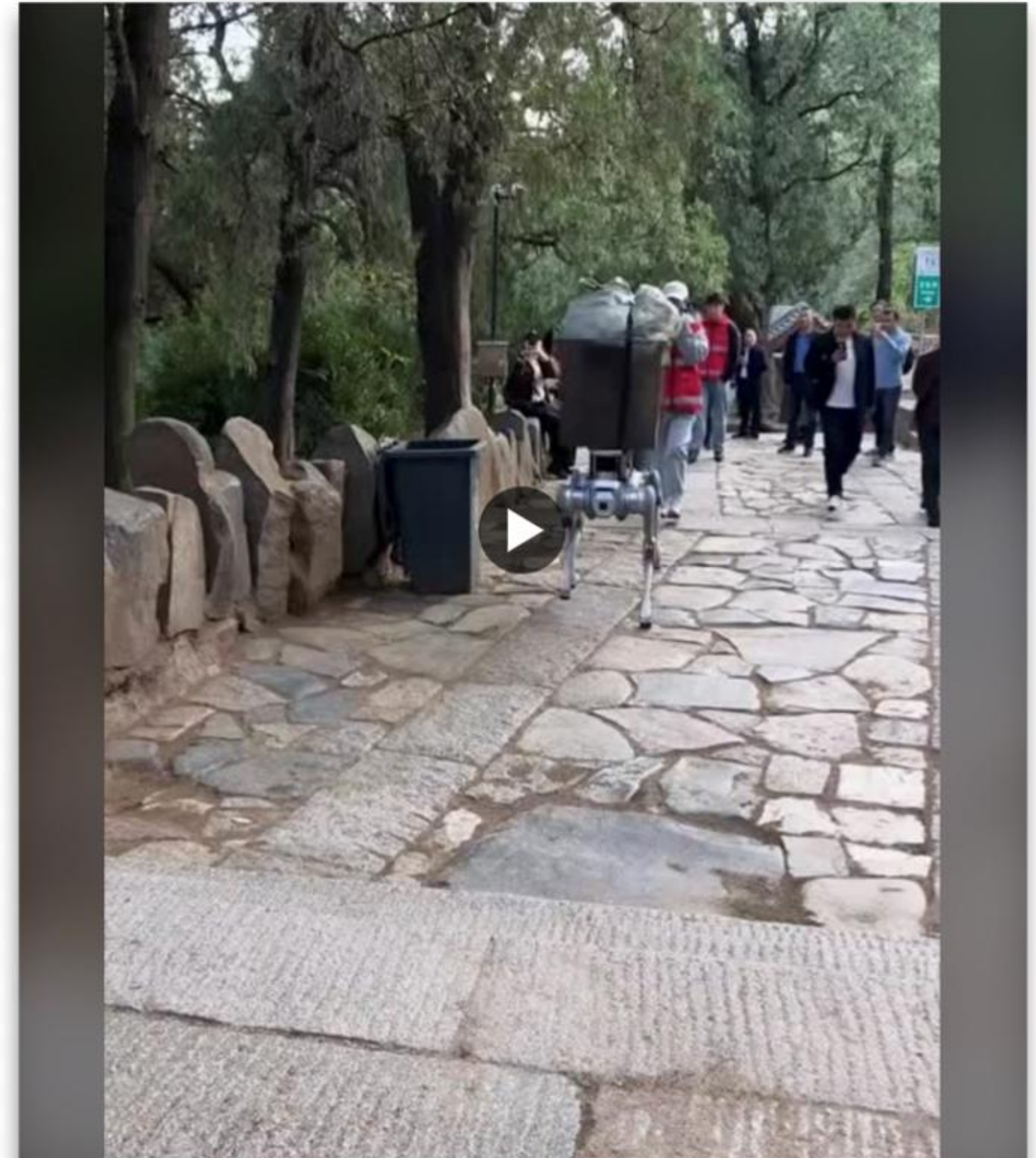
On Taishan Mountain, a robot dog is being tested in a rea [...show more](#)

381

127 comments · 24 reposts

▲ **91,790**
Impressions

[View analytics](#)



381

127 comments · 24 reposts

**TURNING ATTENTION
INTO LASTING VALUE**

Innovation stories capture global curiosity: from Hangzhou's tech clusters to viral posts on LinkedIn.

Curiosity alone does not convert into bookings.

Many cities need a **brand system** that lays the foundation for consistent marketing.



OUR SHANGHAI BRAND STORY

SHANGHAI

*Meet Me
in Shanghai*





Meet in Shanghai?

Meet **Me** in Shanghai

Shanghai's international website and social media are centered around the theme "**Meet in Shanghai**". For a more personal campaign, we designed "**Meet Me in Shanghai**" speech bubbles for social media photo moments, having our guests invite their friends to meet them in Shanghai

**GRAND PRIZE:
WIN A TRIP FOR TWO
TO SHANGHAI.**



The trip includes 2 nights with breakfast at the luxurious J hotel.

Scan the QR code to find out all about how to win a trip for two persons to Shanghai, and more.



SHANGHAI

meetinshanghai



SHANGHAI

**IS IN
ABU DHABI**

Liked by moonandpenny_ and 1,120 others

13:38

#shanghaidreamtrip

linahalouanii Follow



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mikeangeloa Abu Dhabi International Airport Midfiel... Follow



1,234 likes

mikeangeloa Next destination 🇨🇳 #SHANGHAI 🇨🇳
#ShanghaiDreamtrip #ChMikeAroundTheWorld
#YamWanderlust #MichaelAndMariaJourneyToForever



3,503 likes

yosalharassi A beautiful corner at Abu Dhabi International Airport to introduce the city of Chiang hai and its most important tourist and cultural places. Together to visit this beautiful city. @meetinshanghai #shanghaidreamtrip

yahoo/finance Search ...

CISION

"Meet Me in Shanghai" Pop-up Event Invites Travelers at Zayed International Airport to Experience the Wonders of Shanghai

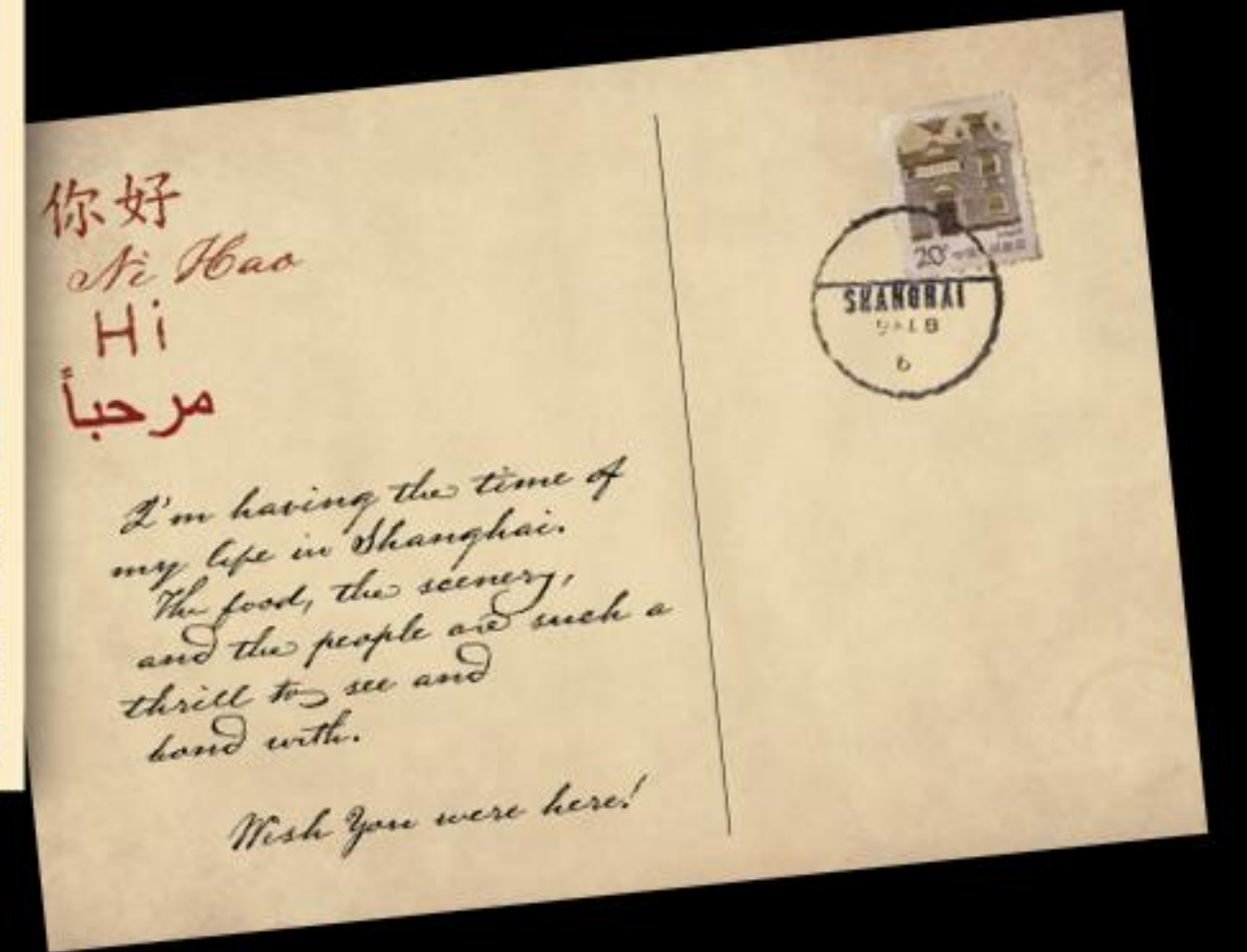
PR Newswire
Wed, May 8, 2024 • 3 min read

ABU DHABI, UAE, May 8, 2024 /PRNewswire/ -- From May 6 to May 20, 2024, the vibrant culture and iconic landmarks of Shanghai are being showcased at Abu Dhabi's Zayed International Airport. The "Meet Me in Shanghai" pop-up event invites travelers to immerse themselves in a captivating interactive experience, offering a slice of Shanghai without the need to leave the terminal.

SHANGHAI







THE NEW SHANGHAI LOGO

上海蕴藏着丰富的装饰艺术魅力



LESSONS FOR GUILIN

Leverage your uniqueness. Guilin's landscapes are already world-famous. Package them with green tech, culture, or creative industries to add business value.

Build a clear identity. Develop a city brand system that unites government, venues, and partners in one voice.

Create hybrid missions. Combine scenic tours with business travel.

Embrace innovation.

OUR SERVICES

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Destination Videos
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Thank you **darling**

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WECHAT



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