

## April in Jinjiang: Fairs, Festivals and Fun

April is in full bloom. So it is with Jinjiang. Three expositions made debut in Jinjiang, including The First Jinjiang Trade Fair on Scientific and Technological Innovation (JTFSTI), the 25th Jinjiang Footwear & Sports Industry International Exposition, China-chic Cultural Festival of the Maritime Silk Road City Quanzhou, showcasing its technological strength, national charm and massive volume of visitors.



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### The First Jinjiang Trade Fair on Scientific and Technological Innovation (JTFSTI) Fruitful contacts and negotiations totaled 24,900

The First Jinjiang Trade Fair on Scientific and Technological Innovation (JTFSTI) was held during April 9th to 11th. There are 110 domestic universities, 252 exhibitors, and 36 institutional investors participating in the fair, with about 1,000 latest scientific and technological innovations. The trade fair has set up a broad platform for the effective contacts between suppliers and buyers.

"We've signed a contract for cooperation on the first day, with a total value of 5 million yuan."

"We found the intended supplier immediately when we got here."

"We had contacts with two university-run enterprises on the opening day."

Just as the name of the fair indicated, here came fruitful contacts and negotiations for the commercialization of scientific and technological innovations.

According to the statistics, admission to the fair totaled 43,900, while web views added up to 429,800. Precise and effective contacts and promotions has been made both online and offline among 6 research institutions under Chinese Academy of Sciences, 7 platforms under SINOLIGHT CORPORATION, 13 platforms under Generate Advanced Materials, 252 exhibitors from The Hong Kong Polytechnic University, Tongji University, Xi'an Jiaotong University etc., 323 experts (teams), 508 patents, and 1,059 projects. Thanks to the idea of grand convergence, contact and negotiation, the 1st JTFSTI has yielded 80,100 business contacts, 24,900 fruitful negotiations and 4,358 intended orders.

With a total area of around 30,000 square meters, the fair focuses on one comprehensive exhibition and seven industrial fields including shoes and clothing, textile, construction materials, food, modern information technology, massive health and intelligent equipment. Wandering around the trade fair, people tend to be surprised and amazed by the "black technologies" demonstrated by universities and institutions.

"How is the precise sorting realized?"

"Could the technology be applied to the sorting of zippers?"

At the exhibition booth of Fuzhou University, the high speed grasping and sorting parallel robot has attracted a cluster of enterprises.

"These advanced technologies and products are demonstrated intentionally, corresponding to the industrial features of Jinjiang. Actually, contacts for cooperation have been made with local industry and enterprises in Jinjiang," introduced Lin Liangliang, head of the Technology Management Office, Advanced Manufacturing College of Fuzhou University.

The fair innovated the design of 3 walls -- Experts wall for a collection of 139 experts, Patents wall for 226 patents and Project wall for 303 projects respectively, offering a one-stop service for the exhibitors and customers -- Scan the QR code to get the specific introduction and way of contact to any expert, patent and project. Besides, 20 promotions and financing plans were also introduced during the period, covering a variety of fields.

"To me, the fair is unprecedentedly successful. I didn't expect a high-level and widely-ranged trade fair held by a county-level city like Jinjiang. They introduced not only advanced technologies, but also well-known universities and research institutions, creating opportunities for local enterprises to make further business contacts. Absolutely, the Jinjiang Party Committee and Government has played an important role," said Zhu Meifang, the academician of Chinese Academy of Sciences.



### Footwear & Sports Industry International Exposition The intended turnover reached 36.02 billion yuan

The Footwear & Sports Industry International Expo came to an end on April 22. The expo attracted 212,000 customers and the intended turnover reached 36.02 billion yuan, an increase of 15.6% from 2023, statistics showed. It improved once again that Jinjiang is a large shoe manufacturing and sport industry base.

The Expo, in the name of "Jinjiang creates, world spreads", set up 3 exposition corners, including sporting goods, textile fabrics and engineering machinery, with a total of 2,443 international standard booths, covering an area of 60,000 square meters.

The Expo was full of highlights. Among them, the "Belt and Road" International Pavilion introduced a number of shoe associations and member enterprises to participate in the exhibition, and for the first time set up a Kazakhstan pavilion together with the Kazakhstan Leather Association. In addition, professional buyers from more than 70 countries visited, purchased and talked.

During the exhibition, a series of supporting activities such as the "Belt and Road" docking activities, the Jinjiang International Sports Shoes and Clothing Smart Fashion Summit, and the cross-border e-commerce Forum were also held.



### China-chic Cultural Festival of the Maritime Silk Road City Quanzhou Achieving Three National "Firsts"

The China-chic Cultural Festival of the Maritime Silk Road City Quanzhou has opened on April 18. This festival, which commenced at the Jinjiang Gymnasium Sports Center, is a key component of the Fujian Cultural and Tourism Economic Development Conference.

The festival is structured around three main sections: the China-chic product exhibition, a creative market, and China-chic activities, achieving three national "firsts" -- the first time adopting an integrated "festival-exhibition" format; the first time integrating China-chic products with world heritage and intangible cultural heritage (ICH); the first time presenting China-chic products in an immersive, scenario-driven, and lifestyle-oriented manner.

Stepping into the exhibition hall, the "Jinjiang in the New Era" section, featuring a giant ship model, instantly captivates the audience. "This area showcases 24 different intangible cultural heritage items from 9 prefecture-level cities in our province, with 25 intangible cultural and creative exhibitors participating," said Hong Binbin, the executive team leader of this section. To enhance the audience's experience and immerse them in the charm of intangible cultural heritage, the display has been specially designed using 22 World Heritage sites along the Maritime Silk Road city Quanzhou as the backdrop, seamlessly blending the World Heritage sites, intangible cultural properties, and over 40 national fashion brands.

The "Jinjiang in the New Era" exhibition area also features over a thousand national fashion products from 8 provinces and cities across the country, including Beijing-style cheongsams, Song brocade clothing, and China-chic trendy toys.

At the cultural festival, Jinjiang enterprises showcased their best offerings, making waves with their technological prowess and trendy national style.

"So cool! It even changes color!" exclaimed visitors in awe. SEPTWOLVES, the leading apparel brand that just brought its fashion show onto an "aircraft carrier", has presented a variety of "high-tech" domestic products. "By connecting to Bluetooth, you can switch music with a touch, and your body will even vibrate if you receive a call," said SEPTWOLVES designer Wang Xiaocui, introducing the brand's latest products. Other eye-catching items included double-sided sun protection clothing that changes color with temperature and down jackets that integrate heating, massage, and charging functions.

The China-chic product exhibition hall has brought together over 200 companies, including prominent Fujian-based national fashion brands such as Anta, XTEP, 361°, Kelme, PEAK, SEPTWOLVES, K-boxing, LILANZ, and JOEONE.

The organizers emphasized that the China-chic Cultural Festival distinguishes itself from conventional trade fairs and recreational events. Instead, it adopts a fusion of "festival-exhibition" formats, seamlessly integrating trendy product showcases with China-chic cultural activities.

