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WHAT THE CHINA INTERNATIONAL IMPORT EXPO MEANS TO DEVELOPMENT

Abstract. *On May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will hold China International Import Expo (CIIE) starting from 2018. It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic cooperation and trade, and to promote global trade and world economic growth in order to make the world economy more open. The China International Import Expo was a major opening-up move that China made amid a backlash against economic globalization. The event set up a bridge that would bring the Chinese market closer to the global market, and it injected more certainty into the global economy. It had great significance for development, sticking to the tenet of people-centricity, the principle of opening-up, and the idea of global interdependence. The purpose of the event was to build an open platform of development facilitating win-wins and create a foundation carrying the shared future of humanity. An open China will have its doors opened ever wider.*

Keywords: *China International Import Expo, Chinese wisdom, economic globalization.*

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ЗНАЧЕННЯ КИТАЙСЬКОЇ МІЖНАРОДНОЇ ВИСТАВКИ ІМПОРТНИХ ТОВАРІВ 2018 ДЛЯ РОЗВИТКУ

Анотація. *У травні 2017 року президент Китаю Сі Цзіньпін оголосив на Форумі міжнародного співробітництва «Один пояс і один шлях», що Китай буде проводити Китайську міжнародну виставку імпортованих товарів (СІІЕ), починаючи з 2018 року. Це означає підтримку лібералізації торгівлі та економічної глобалізації та активне відкриття китайського ринку для світу. Такий крок допомагає країнам і регіонам по всьому світу зміцнити економічне співробітництво та торгівлю, а також сприяє глобальній торгівлі та світовому економічному зростанню, та дозволяє зробити світову економіку більш відкритою. Китайська міжнародна виставка імпортованих товарів була суттєвим кроком на шляху відкриття економіки, який Китай зробив на тлі негативної реакції на економічну глобалізацію.*

Цей захід створив міст, який би наблизив китайський ринок до світового ринку, і він вніс більше впевненості в глобальну економіку. СПЕ мала велике значення для розвитку, засновуючись на принципі орієнтації на людей, принципі відкритості та ідеї глобальної взаємозалежності. Метою цього заходу було створення відкритої платформи розвитку, що сприяє перемогам та створенню фундаменту спільного майбутнього людства. Відкритий Китай відкриватиме свої двері все ширше.

У цілому 172 країни, регіони і міжнародні організації з п'яти континентів продемонструють свої досягнення в області розвитку і міжнародний імідж на першій Китайській міжнародній імпорتنій виставці (СПЕ).

Більше 3600 компаній з різних країн проведуть дискусії і будуть прагнути до спільного розвитку з більш ніж 400 000 покупців з Китаю і за кордоном.

Україна вважає Китай стратегічно важливим торговим партнером і бачить перспективи подальшого вдосконалення двосторонньої торгівлі. Україна відправляє сильну бізнес-делегацію на виставку.

Ключові слова: *Китайська міжнародна виставка імпорتنих товарів, китайська мудрість, економічна глобалізація.*

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ЗНАЧЕНИЕ КИТАЙСКОЙ МЕЖДУНАРОДНОЙ ВЫСТАВКИ ИМПОРТНЫХ ТОВАРОВ 2018 ДЛЯ РАЗВИТИЯ

Аннотация. *В мае 2017 года президент Китая Си Цзиньпин объявил на Форуме международного сотрудничества «Один пояс и один путь», Китай будет проводить Китайскую международную выставку импортных товаров (СПЕ) начиная с 2018 года. Это означает поддержку либерализации торговли и экономической глобализации и активное открытие китайского рынка для мира. Такой шаг помогает странам и регионам по всему миру укрепить экономическое сотрудничество и торговлю, а также способствует глобальной торговле и мировому экономическому росту, и позволяет сделать мировую экономику более открытой. Китайская международная выставка импортных товаров была существенным шагом на пути открытия экономики, который Китай сделал на фоне негативной реакции на экономическую глобализацию. Это мероприятие создал мост, приблизил китайский рынок в мировой рынок, и он внес больше уверенности в глобальную экономику. СПЕ имела большое значение для развития, основываясь на принципе ориентации на людей, принципе открытости и идеи глобальной взаимозависимости. Целью этого мероприятия было создание открытой платформы развития, способствует победам и созданию фундамента общего будущего человечества. Открытый Китай открывает свои двери все шире.*

Ключевые слова: *Китайская международная выставка импортных товаров, китайская мудрость, экономическая глобализация.*

1. INTRODUCTION

On May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will hold China International Import Expo (CIIE) starting from 2018. It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic cooperation and trade, and to promote global trade and world economic growth in order to make the world economy more open. The China International Import Expo was a major opening-up move that China made amid a backlash against economic globalization. The event set up a bridge that would bring the Chinese market closer to the global market, and it injected more certainty into the global economy. It had great significance for development, sticking to the tenet of people-centricity, the principle of opening-up, and the idea of global interdependence. The purpose of the event was to build an open platform of development facilitating win-wins and create a foundation carrying the shared future of humanity. An open China will have its doors opened ever wider. Chinese President Xi Jinping announced the opening of the world's first import-themed national-level expo in Shanghai on Monday, calling it a «trail-blazing» move in the history of international trade development¹[1].

The Chinese government sincerely welcomes government officials, business communities, exhibitors and professional purchasers across the world to participate in CIIE and to explore the Chinese market. We would like to work with all countries, regions and international organizations to make CIIE a world-class Expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.

Huge Chinese market with rapid growth of consumption and import. With the world's largest population, China is the second largest economy, as well as the second largest importer and consumer in the world. Now China has entered a new development stage at which consumption keeps increasing, indicating enormous potential for the growth of consumption and import. In the next five years, China is expecting to import products and services valuing more than 10 trillion U.S. dollars, which provides a historic opportunity for enterprises across the world to enter the huge Chinese market²[2].

In 2018, the China International Import Expo took place in Shanghai as scheduled. The event created a platform for China to go global and for the world to know more about China. It was a byword for openness, innovation, and inclusiveness, which are exactly the salient features of China's progress in the new era. 2018 marked 40 years since the start of China's reform and opening-up. Holding the China International Import Expo in such a special year spoke to China's confidence and its future-ori-

¹ CIIE opens, Xi urges building an open world economy, source: <https://www.ciie.org/zbh/news1/20181105/7709.html>

² CHINA INTERNATIONALIMPORT EXPO, source: <https://www.ciie.org/zbh/Introduction>

ented approach to development in a historical period featuring its rise. The event will always remain a shining badge of the country.

The CIIE will invite Chinese enterprises from across the country to come to do business. Merchants from other countries will also be invited to the Expo. It's estimated that 150,000 domestic and foreign professional purchasers will participate in the Expo.

2. HISTORICAL SIGNIFICANCE OF CHINA INTERNATIONAL IMPORT EXPOSITION

Openness, innovation, and inclusiveness are qualities in the blood of the Chinese nation. For thousands of years in history, we have been at the forefront of human progress. We are a nation that dares to change, explore, and pioneer. We change to win, we explore to forge ahead, and we pioneer to get ahead. The Chinese people have great dreams, and the China nation boasts the spirit of change and openness. This has been part of our history. As we explored how to develop, we built the ancient Silk Road for interconnectivity, which shocked the world and is still remembered as a remarkable feat. When it comes to pioneering, we have Zheng He, who braved the treacherous seas to spread the values of the Chinese nation – openness, innovation, and inclusiveness – across the world. His story is still recounted today. China's opening-up is about sharing achievements and seeking common prosperity. It is about respecting the differences between cultures. And it is about innovating for a rosy tomorrow. The epic journeys along the ancient Silk Road amid the sound of camel bells and the hustle and bustle in the cosmopolitan city of Chang'an when the Tang Dy-

nasty attracted people from the world over at its peak are not merely our memories sealed in history. They do not mean that the Chinese nation buries its head in its past glory. Instead, they demonstrate our inclusiveness, which drives us towards global harmony and friendliness. They have laid the historical groundwork for us to go global. Today, the Communist Party of China is going all out to improve the well-being of the Chinese people and advance human progress. The party's mission has always been to make further contributions to humanity. The China International Import Expo was an unprecedented event in the history of international trade. As the world's first national-level import-themed expo, it combined opening-up, innovation, and inclusiveness, which had become the Chinese nation's values in the course of history, with China's pursuit of development in the new era. It started a chorus sung by various countries seeking opportunities presented by China's economic growth.

3. MODERN SIGNIFICANCE OF CHINA INTERNATIONAL IMPORT EXPOSITION

We will celebrate the 70th anniversary of the People's Republic of China quite soon. The 70 years since 1949 as a whole, during which the China nation made huge sacrifices, was much tougher than the 40 years since the start of reform and opening-up. Those 70 years witnessed the Chinese nation persevere in miseries, make progress through hard work, and overcome daunting difficulties with passion. Looking back at those 70 years, we burst into tears. Every moment that filled us with excitement, every effort that we made to move forward, and every step we took

with power converted from sadness will be etched in our hearts. Along the way, generation after generation has contributed to China's development. The spirit of endeavor has remained an inherent hallmark of the Chinese nation. One generation always wants to create a rosy future for the next.

The China International Import Expo will go down in the history of the People's Republic of China as a weighty chapter. It was proof that China had shifted from a closed or semi-closed state to a global-minded state. 70 years ago, the country rose from ashes. We then strove to get rich. Now, we are building a strong country. The event was a manifestation of our national confidence and cultural confidence. It would never have been possible without our boldness, ambition, and generosity. By holding the event, we sent a clear message to this ever more selfish world beset by increasing populism and unilateralism – China's doors are opened, and they will be opened wider, instead of being closed. That message is like a beacon at a night-cloaked sea. The event showed a trail blazed by the Chinese nation, the People's Republic of China, and the Chinese people. By opening up to the outside, we get involved in building the world, share in achievements made around the world, and do our part to make the world a better place. The event was a key decision that China made for a new round of opening-up at a higher level, and it was a major measure that China took to open its market to the whole world. It confirmed China's constant support for multilateral trade system and trade facilitation. It was a concrete action that China took to push for an open global economy and back economic globalization. Throughout the

70 years since the founding of the People's Republic of China, especially the 40 years since the start of China's reform and opening up, we kept searching. Finally, we found the right path – the path of socialism with Chinese characteristics, which is leading us towards modernization. China is a huge market with 1,3 billion people. As the country modernizes, it will work miracles for the world's common development. The Chinese people are capable of any miracle. The China International Import Expo was a miracle in China's development. It was not an expedient, but the result of pragmatic actions. As we pursue our dream of revitalizing the Chinese nation, we will feel the impact of the event, which will also help us fulfill a bigger dream of China going global and the world flocking to China. The event has set up a platform where various countries show-case their strength and sing a harmonious symphony of building a human community where we have a shared future.

4. SHANGHAI SIGNIFICANCE OF CHINA INTERNATIONAL IMPORT EXPO

Located in the Yangtze River Delta Economic Zone, Shanghai enjoys favorable location advantage, great economic strength, well-developed service industries and the ability to allocate global resources. The container throughput of Shanghai Port has been ranking the first place for seven consecutive years. The passenger throughput of airport exceeds 100 million, with route network covering 282 cities around the world.

Shanghai is a dynamic city in China, connecting us to the rest of the world. It has been a miniature of China's development since the beginning of

near-modern times. The Huangpu River has been flowing quietly for a century, recording changes that have occurred to the city throughout history. Shanghai embarked on the road of opening-up about 170 years ago, together with another four cities. Their opening-up might be progressive, but it was coercive and humiliating. The Opium War and the Treaty of Nanking opened China's doors. The start of trade in the five port cities was the onset of the Chinese nation's miserable fate in near-modern times. Shanghai witnessed how China was forced to open up. During the last one hundred years, Shanghai also witnessed the founding of the Communist Party of China, the development of Pudong New Area, and the organization of the China International Import Expo. Today, Shanghai is still an open city, and the Bund and the Huangpu River remain there. However, the historical context, Shanghai's fate, and the city's future are entirely different. The China International Import Expo showed a strong China's way towards a future of revitalization. A century ago's Shanghai and today's Shanghai overlap in confidence and openness carried by the water in the Huangpu River, which rushes eastward into the sea, and in the historical transformation of the Chinese nation's fate.

The founding of the People's Republic of China brought a complete reversal to the Chinese nation's declining fate, which started in near-modern times. It also laid the primary institutional foundation for China's development in this new era. Reform and opening-up, a great awakening in the Chinese nation's history, created a new landscape for China to explore how to modernize itself in a way that fits its

realities. The Third Plenary Session of the 18th CPC Central Committee initiated efforts to deepen reforms on all fronts and set the stage for China's unique socialist system to mature. No longer feeling its way forward, the country started to focus on the top-level design for the whole institutional architecture. This was the historical backdrop to the China International Import Expo. Amid the wave of rapid growth in the East, we are forging ahead in the new era. Shanghai is a mirror of history. And the China International Import Expo provided a quick review of the road that China took to get back on its feet, become rich, and grow strong in the course of history. It made a contrast between the forced opening-up a century ago and the confident opening-up now. The contrast is a reflection of national revitalization. Each city has its character. Embracing the Yangtze River and facing the Pacific, Shanghai has always been China's leader in opening-up. Shanghai is as prosperous as it is today, because openness is part of its character, advantage, and action.

5. GLOBAL SIGNIFICANCE OF CHINA INTERNATIONAL IMPORT EXPOSITION

Economic globalization connects isolated islands in the ocean of the global economy, which has both tranquil sceneries and high waves. To fight or to complain? What is the right way to go? The choice determines future development. Work hard, there could be a chance of success. Stand still, and failure is doomed. Kick others down the ladder, and nobody wins. «China used to have doubts economic globalization and misgivings about joining the WTO. However, we believe that integrating into the global economy is a megatrend of

history. If China is to thrive economically, we have to jump into the ocean of the global market. If we do not dare to brave storms and broaden our horizons, we will drown one day. So China has taken a bold step to go global. In the process, we have inhaled water, got trapped in vortexes, and encountered high waves, but we have learned how to swim. This is the right strategic choice»³ [1].

At a time when the development of human society faces changes that have not been seen for a century and is plagued by more instability and uncertainty, we should, more than ever, join hands to move forward. That is how we inject some predictability and traction into the global economy and human society. When the Chinese people are living a good life, we hope that others also are. China's development, the forecast implied by the China International Import Expo, and the message sent by the event have provided power for the world to fight the current uphill battle. We have provided the Chinese solution and Chinese wisdom for the global community with a shared future. «The overwhelming wave of human progress is irreversible. The global economy has ups and downs. But the trend of countries moving towards opening-up and integration has not changed. Industry chains, value chains, and supply chains keep expanding. That drives the flow of production factors worldwide and helps

lift billions of people out of poverty. To improve productivity, countries have to coordinate and complement one another. That is the direction for the evolution of relations of production. As the world moves in that direction, countries gradually form a community of shared interest and responsibility where humanity has a shared future. Rain or shine, we need to work together for common benefits and win-wins, which is the only right choice. That is driven by the laws of economics and consistent with the historical logic in the development of human society. In the face of the many challenges, we need to sharpen our sense of urgency and remain rational. And we need to look at the big picture and assume responsibility to ensure that the global economy is heading towards the right direction as a whole»⁴ [1].

Since the Chinese people have experienced a lot of sufferings in the past one hundred years, we know that what happened to us should not happen to other nations. The world is full of hopes and challenges. We cannot give up our dream because realities are complex or because the dream itself is distant. No country can handle the multitude of challenges facing humanity, and no country can retreat into isolation. We need to respect the world's cultural diversity, getting over cultural barriers by enhancing cultural exchange, resolving cultural conflicts by learning from each other's culture, and doing away

³ Shoulder Responsibility for the Era, and Promote Growth for the World – keynote speech delivered by Xi Jinping at the opening ceremony of the World Economic Forum Annual Meeting 2017. Source: http://www.xinhuanet.com/2017-01/18/c_1120331545.htm

⁴ Look at the Big Picture and Get the Global Economy to Head towards the Right Direction – speech delivered by Xi Jinping at the phase-1 meeting of the G20 Leaders Summit. Source: http://www.xinhuanet.com/politics/leaders/2018-12/01/c_1123792375.htm

with cultural superiority by safeguarding the coexistence of different cultures. «The ocean of the global economy is right there. You cannot escape it, whether you like it or not. It is impossible to cut off the flows of capital, technologies, products, industries, and people via human intervention so that the ocean of the global economy is reduced to isolated lakes and streams, since that is against historical trends»⁵.

6. DEVELOPMENT SIGNIFICANCE OF CHINA INTERNATIONAL IMPORT EXPOSITION

In organizing the China International Import Expo, we put people first. The event was for the world as well as for China. We strive to fulfill the people's dream about a better life. Their demand for high-quality products and their call for transforming the consumption structure are part of the reason why we held the China International Import Expo in the first place. It served to make the people's lives better and set up sales channels for products from around the world. It opened a window connecting the Chinese people to the world. More people will get out of poverty as a result and share with the Chinese people the fruits of their sweat equity. China's development is sharing-oriented and inclusive. We have opened our arms to welcome people from around the world, especially those from developing countries. We are willing to give them a ride

and let them benefit from the opportunities made available by China's development. In organizing the China International Import Expo, we stuck to the principle of openness, which has been the keyword for China's reform and opening-up in the past four decades. Openness drives progress, whereas isolation leads us nowhere. An open China contributes to an open world, and an open global economy fuels global development. The China International Import Expo was an open event benefiting the whole world. China does not intentionally pursue a trade surplus. China's openness is voluntary, and it is part of China's experience. All market participants can freely compete in China and under-go the test of consumers. The country is a huge market, thanks to the expansion of its middle class. An open China held an open event, which put up a large stage for global competition. That will propel a new round of industrial up-grades throughout the world and push China's industries to a higher level.

In organizing the China International Import Expo, we believed that the world is interdependent. Since the international financial crisis, China's contribution to the growth of the global economy has been over 30 %. China is a beneficiary of global development and a guardian of the existing international rules.

We are willing to seek common development and win-wins together with other countries. At the China International Import Expo, people from different continents and countries showcased their products and services. They always had a smile on their faces, since business opportunities abounded. The event allowed China and other countries to de-

⁵ Shoulder Responsibility for the Era, and Promote Growth for the World – keynote speech delivered by Xi Jinping at the opening ceremony of the World Economic Forum Annual Meeting 2017. Source: http://www.xinhuanet.com/2017-01/18/c_1120331545.htm.

monstrate their capabilities and start a new phase of deeper cooperation. The China International Import Expo will never really end. Though the event itself lasted a few days, cooperation originated by it will be enduring and go beyond Shanghai to reach all parts of China and the world. This is a large stage for talking about common development. And it is also a huge platform where we build a shared future. «China did a good job organizing the first China International Import Expo and won widespread praise from the international community. We will continue deepening market-oriented reform, enhance protection for property rights, including intellectual property rights, encourage fair competition, and increase imports. In the future, we will organize the China International Import Expo each year as a move to further open the Chinese market to the whole world»⁶[1].

7. UKRAINE AND CHINA INTERNATIONAL IMPORT EXPOSITION

On February 2018, Promotion Conference of the first China International Import Expo (CIIE) was held by the Ministry of Commerce of the People's Republic of China in Kyiv, Ukraine. Wang Kaixuan, Deputy Head of the Department of Eurasian Affairs of the Ministry of Commerce of the People's Republic of China, and Zhong Xiaomin, Deputy Director of China Inter-

national Import Expo Bureau, attended the promotion conference and answered relevant questions in detail. The attendees at the promotion conference also included Olga Trofimtseva, Deputy Minister of Agrarian Policy and Food of Ukraine, Vladimir Lapa, Director of National Food Safety and Consumer Protection Agency of Ukraine, Viktor Dvogan, Deputy Minister of Infrastructure of Chyzykov, a representative from the Ukrainian Chamber of Commerce and Industry, as well as more than 300 persons from Ukrainian business circles⁷ [2].

Ukraine regards China as a strategically important trade partner and sees prospects for further strengthening the bilateral trade, Ukrainian First Vice Prime Minister Stepan Kubiv said. The «Export Strategy of Ukraine» defines China as one of the most promising markets for the exports of Ukrainian goods, Kubiv added. He voiced the hope that Ukraine's participation in the first China International Import Expo (CIIE) will give a significant impetus to the intensification of trade between Ukraine and China and the development of other fields of interaction⁸ [3]. The CIIE, a major event organized by the Chinese government to promote a new round of high-level opening-up. Ukraine sends a strong business delegation to the expo and display an exhibition.

⁶ Look at the Big Picture and Get the Global Economy to Head towards the Right Direction – speech delivered by Xi Jinping at the phase-1 meeting of the G20 Leaders Summit. Source: http://www.xinhuanet.com/politics/leaders/2018-12/01/c_1123792375.htm

⁷ The Promotion Conference of the first China International Import Expo successfully held in Ukraine, source: <https://www.ciie.org/zbh/NewsReports/20180302/1165.html>

⁸ Ukraine sees China as strategically important trade partner, source: <https://www.ciie.org/zbh/NewsReports/20180813/5523.html>

Conclusions. «A single flower does not make a spring. Countless flowers in full bloom create a gardenful of spring». The greatest principles are the simplest. China's road of development will not be blocked by setbacks, and the Chinese people are marching towards a bright future of national revitalization. Everybody is a fighter and dreamer in the new era. We can work any miracle as long as we stay close to the Chinese people and draw on their strength. «In 2019, we will celebrate the 70th anniversary of the People's Republic of China. By then, we will have 70 years of enduring extreme hardships and moving forward rain or shine. The people are a solid foundation of the republic, and they are the ruling party's source of confidence. Along the way, the Chinese people have relied on themselves and defied all difficulties to surprise the world with Chinese miracles. On our new journey, we will remain close to the people and depend on them, regardless of any adversity. We will stick to the principle of self-reliance and hard work. With confidence, momentum, and perseverance, we will go step by step to push for progress in our unprecedented cause»⁹[3].

A total of 172 countries, regions and international organizations from five continents will showcase their development achievements and international image at the first China International Import Expo (CIIE). More than 3,600 companies from different countries will hold discussions and seek common development with over 400,000 purchasers from China and overseas. The

CIIE is «a major policy for China to push for a new round of high-level opening-up and a major measure for China to take the initiative to open its market to the world»¹⁰[4].

Looking to the future, we will enter a key historical period for the realization of our Two Centenaries goals. A moderately prosperous society is about to take shape in China, and we are about to embark on a new journey of revitalizing the Chinese nation and building a modern, strong socialist country. We will get down to earth and take concrete actions on the way ahead. We must create a good future for the next generation. That is our generation's historical mission. The previous generations built a promising society for our generation. We cannot indulge in the current prosperity, we cannot be low-spirited, we cannot afford to achieve nothing, and we cannot assume that everything is perfect.

We need to grasp the opportunities presented by the era, follow trends, and overcome difficulties. The China International Import Expo should become a large platform for revitalizing the Chinese nation, building free trade areas, and achieving win-wins.

«We will press ahead with the Belt and Road Initiative and continue to build humanity's community of a shared future. We will make unremitting efforts to build a more prosperous and beautiful world»¹¹[3].

¹⁰ CIIE opens, Xi urges building an open world economy, source: <https://www.ciie.org/zbh/news/20181105/7709.html>

¹¹ 2019 New Year Address delivered by Xi Jinping. Source: http://www.xinhuanet.com/politics/2018-12/31/c_1123931806.htm

⁹ 2019 New Year Address delivered by Xi Jinping. Source: http://www.xinhuanet.com/politics/2018-12/31/c_1123931806.htm

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