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UNIDO INVESTMENT AND TECHNOLOGY
PROMOTION OFFICE (ITPO) BEIJING, CHINA



2024 ANNUAL REPORT

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Gerd MÜLLER

Director General of UNIDO

“My goal is that UNIDO provides concrete and practical solutions to pressing global challenges. Sustainable industrial development can deliver a world without hunger, using sustainable energy for productive activities, and creating jobs, particularly for young people.”



Yabin WU

Head of UNIDO ITPO
Beijing, China

Dear Partners:

According to *The Sustainable Development Goals Report 2024*, only 17% of the SDGs are on track. As UN Secretary-General António Guterres has warned, with only six years remaining until 2030, we must not falter in our commitment to eradicating poverty, protecting the planet and leaving no one behind.

• Mobilizing Global Synergies for the 2030 Sustainable Development Goals

Opportunities and challenges are like high-speed tracks stretching across continents, carrying the trains of global innovation and transformation as they leave developmental imprints across countries and regions. As a leading platform for knowledge and technology transfer, innovation and investment, UNIDO adheres to the principle of "Progress by Innovation", striving to offer inclusive and sustainable solutions to pressing global challenges.

ITPO Beijing, China continues to serve as a platform of integrity and fairness, facilitating international information sharing, collaboration and matchmaking, building a global network of partnerships, exploring cutting-edge technologies in advanced manufacturing and green energy, promoting dialogue among countries at different stages of development in areas such as industrial innovation and investment optimization, and fostering multi-project implementation. In addressing global challenges, ITPO Beijing, China strengthens its close collaboration with the ITP Network, focusing on the three priorities of UNIDO, and actively participates in multilateral initiatives led by UN entities such as UNEP and FAO, collectively advancing the 2030 Agenda for Sustainable Development.

• Going out and Bringing in, Accelerating Investment and Technology Matchmaking

Technology transforms the world, and investment reshapes the landscape. Investment promotion and technology transfer are critical drivers of solutions and key catalysts for accelerated change. From 2021 to 2024, ITPO Beijing, China, leveraging China's national trade fairs, global competitions and project matchmaking events, has facilitated the discovery, identification, evaluation and implementation of 617 technological projects across more than 100 countries, spanning Asia, Europe, North America, South America, and Africa. These projects focus on Smart Manufacturing, Smart Agrifood, Smart Energy, and Smart Circular Economy.

ITPO Beijing, China supports both domestic and outbound investments. In 2024 alone, ITPO Beijing, China supported investment promotion activities in 18 countries, hosted over 100 government and enterprise representatives from 17 nations for on-site visits in China, and organized 37 capacity-building events on bilateral investment and technology promotion. These events engaged 12,749 participants and empowered 1,231 enterprises, including 979 SMEs. Additionally, it assisted 200 government entities and 185 intermediary organizations in advancing regional investments and industrial development, facilitating 142 project matchmaking and technology transfer initiatives, promoting technical exchanges, and producing 9 advisory reports.

• Strengthening Collaborative Development and Innovating Regional Synergies and Driving with the Accelerator

Visionaries build bridges. In 2024, ITPO Beijing, China expanded its regional collaboration framework by innovatively establishing the UNIDO Fourth Industrial Revolution Accelerator (Hangzhou). This new organizational structure integrates the dynamic innovation vitality of China's leading digital economy city, creating a novel path characterized by both "collaborative progress" and "accelerated development". By creating a hub combining science, technology, investment, and innovation, ITPO Beijing, China has effectively connected and showcased advanced technologies, diverse industries, and extensive partnerships, further enhancing local-level synergies and maximizing both aggregation and diffusion effects.

Partnerships drive progress and socioeconomic development. ITPO Beijing, China leads and coordinates activities under the UNIDO Fourth Industrial Revolution Alliance. So far, it has established the Expert Panel on Digital Talent and is currently preparing Panels on Green Transition, Sustainable Development of Industrial Design, and Smart Agrifood. These initiatives promote Chinese expertise and solutions, providing knowledge-sharing public goods for UNIDO and its promotion network.

• Addressing Global Crises and Empowering Underdeveloped Regions and Vulnerable Groups

ITPO Beijing, China gathers and integrates professional insights from policymakers, industry leaders and experts worldwide to foster global consensus. Focusing on emerging and future industries, it identifies critical and priority issues through global forums, specialized reports, and action plans, such as AI for Good, Low-Altitude Economy, and Orange Industries. It also promotes the digital and green transformation of traditional industries.

Addressing global crises is urgent. ITPO Beijing, China facilitates technological matchmaking to drive transformative innovations, supports the most vulnerable populations in coping with the devastating impacts of climate change, shares China's poverty reduction experiences through technology platforms and collaborative mechanisms, and mobilizes global expertise to achieve zero hunger. Additionally, it supports corporate digital transformation, builds fair, resilient, and sustainable supply chains, and helps partners identify opportunities within ESG frameworks. ITPO Beijing, China also focuses on underdeveloped regions, SMEs, women, and youth, delivering targeted empowerment training to approximately 3,200 participants to date.

Amidst the turbulent global economic downturn, standing at a juncture filled with both challenges and opportunities, the vision of the 2030 Agenda for Sustainable Development has become increasingly clear. Urgent global action is needed to drive value-based investment, foster technological innovation, bridge the digital divide, and deepen international economic cooperation. We remain steadfast in our commitment to UNIDO's mission and the SDGs—not because the journey is easy, but because it is right, challenging and profoundly significant.

武雅斌



Achievements and Highlights

Going out

Spanned **18** countries

Organized **37** investment and technology
promotion capacity-building sessions

Empowered **1,231** enterprises, including **979** SMEs

Engaged **12,749** participants

Bringing in

Engaged **101** government and business
representatives from **17** countries

Facilitated **142** project matchmaking and
technology transfer initiatives

Authored **9** advisory reports

Assisted **200** government entities

Assisted **185** intermediary organizations

UNIDO at a glance

UNIDO was established in **1966** and became a specialized agency of the United Nations in 1985

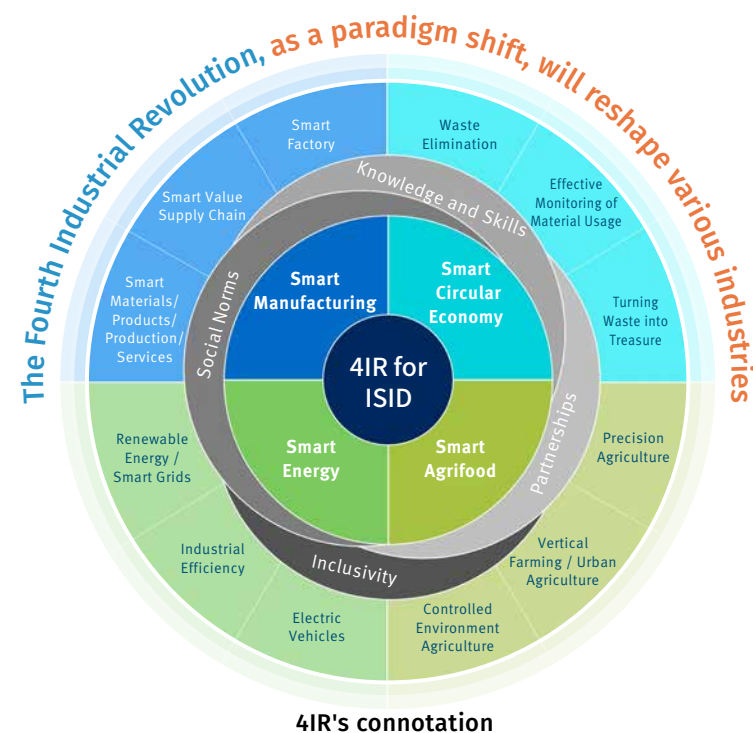
The Organization has **173** Member States (as at 31 December 2024)
www.unido.org/about-us/member-states

Gerd Müller was appointed **Director General** of UNIDO by the nineteenth session of the General Conference in November 2021

UNIDO employs **671** staff members as well as 1,610 consultants on ISA contracts from 153 countries (as at 31 December 2023)

\$2,237,177 UNIDO contribution to the United Nations **resident coordinator system** approved by Member States for 2023

- \$225.2 million** value of **technical cooperation** delivery in 2023
- \$241.3 million** net voluntary contributions in 2023 for project implementation, with a total portfolio of projects in hand of **\$725.6 million**
- 40.8 million tons** of CO₂ emissions reduced in 2023 from the phasing out of ozone-depleting substances (ODS)
- Projects implemented in 118 countries** in 2023



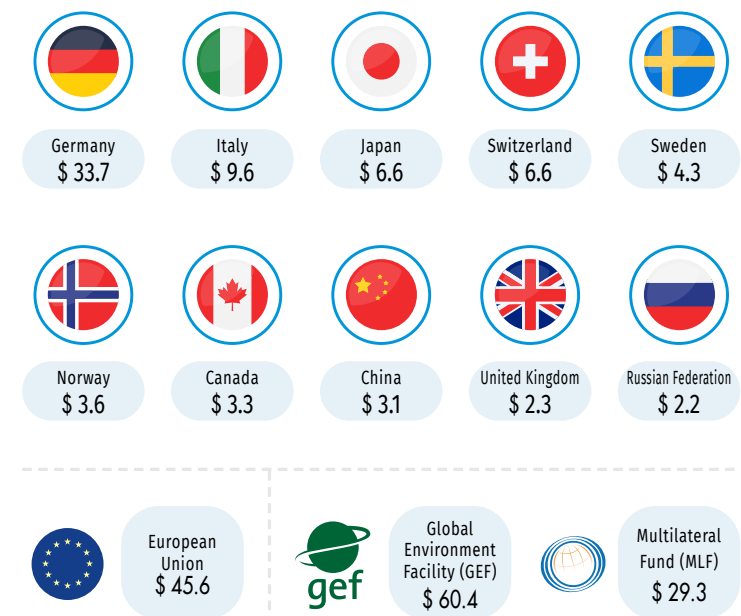
UNIDO maintains **ITPOs** in **10 locations** (Beijing, Berlin, Bonn, Lagos, Manama, Moscow, Rome, Seoul, Shanghai and Tokyo).

- In addition to its Headquarters in **Vienna**, UNIDO has liaison offices in **Brussels, Geneva and New York**.
- Its field network consists of **48** regional hubs, and regional and country offices covering **158 countries**.
- Regional sustainable energy centres** exist in **9 locations** (Bridgetown, Cairo, Kampala, Kathmandu, Luanda, Nuku'alofa, Praia, San Salvador and Windhoek).

PROGRAMME FOR COUNTRY PARTNERSHIP (PCP)

- Implementation
- Programming
- Self-starter

Top funding partners for UNIDO programmes and projects in 2023 (in millions)



PROGRAMME FOR COUNTRY PARTNERSHIP (PCP)



*Concluding phase I; phase II under formulation.



UNIDO ITP Network

Since 1976, UNIDO has been establishing the UNIDO ITP Network worldwide.

- The ITP Network, strategically located in both hemispheres, is an umbrella-structured network with ITPOs established in 8 countries including **Bahrain, China, Germany, Italy, Japan, South Korea, Nigeria, and Russia.**
- **Mandate:** The ITP network is committed to promoting investment and technology transfer to mitigate developmental disparities among developed countries, developing countries, and transitional economies.
- The Department of Global Partnerships and External Relations (GLO), along with the Division of ITPOs and Institutional Partnerships (GLO/ITP), is responsible for supervising and coordinating the ITPOs.

UNIDO ITP Network

UNIDO ITPO Beijing China

Introduction

Established in 1990, UNIDO ITPO Beijing, China specializes in investment and technology promotion. It has been playing an important role in attracting foreign investment, importing key technologies, and advancing industrial development of China.

Function

In line with UNIDO's mandate, ITPO will become the hub of science, technology, investment, and innovation. Through active participation in global forums, capacity-building programs, investment and technology matchmaking, research consultancy, and partnership cultivation, ITPO Beijing, China will enhance the international competitiveness of Chinese government entities, investment promotion agencies, and businesses. Its goals include driving technological innovation, fostering trilateral cooperation, facilitating "bringing in" and "going out" of Chinese investments and technologies, and shaping new drivers of regional economic growth. Ultimately, these endeavors will support industrialization in developing and industrializing nations.

Coordination

By 2024, UNIDO ITPO Beijing, China has established Regional Coordination Centers (RCCs) in Jinan, Xiamen, Chengdu, and Zhengzhou, and the Fourth Industrial Revolution Accelerator in Hangzhou. This organizational structure is designed to strengthen the implementation of major foreign investment projects, help enterprises "going out", enhance regional coordination and promote industrial gradient transfer in various regions of China, thus stimulating bidirectional capital, technology, and talent flow between local areas and the world.

Priorities



Jinan

Eastern China Regional Coordination Center (Jinan)



Xiamen

Southern China Regional Coordination Center (Xiamen)



Chengdu

Western China Regional Coordination Center (Chengdu)



Zhengzhou

Northern China Regional Coordination Center (Zhengzhou)



Hangzhou

UNIDO Fourth Industrial Revolution Accelerator (Hangzhou)

Institutional Partnership & Synergy

In June, ITPO Beijing, China, supported a delegation headed by Shuo SUN, Party Secretary of Xicheng District Committee of Beijing, on a visit to Switzerland, Luxembourg, and Germany.

→ Switzerland

Geneva

- Visited Xiangchen ZHANG, Deputy Director-General of the World Trade Organization (WTO).
- Visited HE Chenggang Li, China's Ambassador and Permanent Representative to the WTO.
- Met with Børge BRENDE, President of the World Economic Forum (WEF), alongside Hongbin REN, Chairman of the China Council for the Promotion of International Trade (CCPIT).
- Conferred with Klaus SCHWAB, Founder of the WEF.
- Held discussions with the representatives of UBS Group AG and Swiss Centers.



Montreux

- Held discussions with Laurent WEHRLI, Chairman of the Foreign Affairs Committee of the National Council of the Swiss Federal Assembly.
- Visited Glion Institute of Higher Education (GIHE).

Zurich

- Held discussions with the representatives of UBS Group AG, AMEOS Group, and University of Zurich.

→ Luxembourg

Luxembourg City

- Held discussions with the representatives of BNP Paribas, Industrial and Commercial Bank of China Ltd., Luxembourg Branch, Luxembourg for Finance, Luxembourg House of Financial Technology, Deloitte, and the China-Luxembourg Chamber of Commerce.



→ Germany

Frankfurt

- On June 20, ITPO Beijing, China supported the "Xicheng District Frankfurt Investment Promotion Conference".
- Held discussions with Yiyang HUANG, Chinese Consul General in Frankfurt.
- Held discussions with the representatives of DZ Bank, Triton Partners, and the German-Chinese Business Association.



Munich

- Met with Clemens BAUMGÄRTNER, Head of the Department of Labor and Economic Development of the Munich City Government; Bernd Alexander FORSTER, Director of the Department of International Relations of the Bavarian State Government; and Rita ROIDER, Director of China Affairs at the Department of Labor and Economic Development of the City of Munich.
- Held discussions with the representatives of Allianz Group, EQT Partners (EQT Group), DRA GmbH, Sicoya GmbH, and Andreas Hettich GmbH & Co. KG.



In August, ITPO Beijing, China supported the visit of a delegation led by Dongwei LIU, District Mayor of Xicheng District, Beijing, to the UAE and Austria.

→ Austria

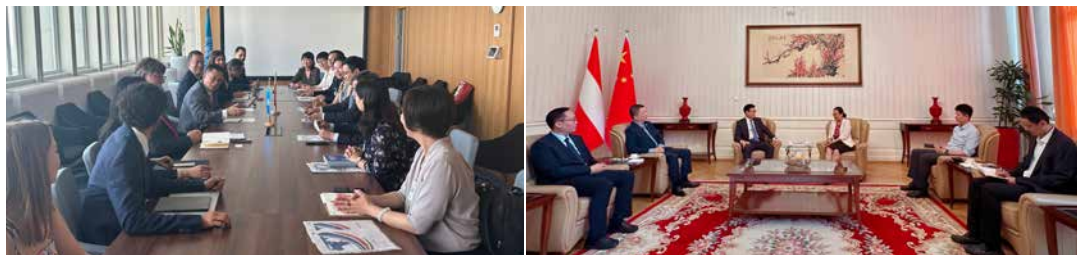
Salzburg

- On August 29, ITPO Beijing, China supported the Xicheng District delegation's meeting with Stefan SCHNÖLL, Deputy Governor of Salzburg, facilitating the signing of an MoU.
- Met with Wolfgang EISL, the Special Envoy for China Affairs of the State of Salzburg.
- Visited Porsche Holding GmbH and KISKA.



Vienna

- ITPO Beijing, China accompanied the Xicheng District delegation to UNIDO headquarters for discussions with Ciyong ZOU, Deputy to the Director General and Managing Director of the Directorate of Technical Cooperation and Sustainable Industrial Development at UNIDO, along with representatives from the Director General's Office, Office of Communications, Conferences and Media Relations, Division of Agribusiness and Infrastructure Development of the Directorate of SDG Innovation and Economic Transformation, Division of Innovative Finance and International Financial Institutions, and Division of Fair Production, Sustainability Standards and Trade.
- Held discussions with Mei QI, Ambassador Extraordinary and Plenipotentiary of China to Austria.
- Held the inauguration of the "Invest in Xicheng - Austria Investment Liaison Office" on August 28.
- Held discussions with the representatives of Jinrongzhijia and Cushman & Wakefield.



Learn more

→ United Arab Emirates

Dubai

- On September 3, ITPO Beijing, China supported the "Xicheng District UAE Investment Promotion Conference".
- Held discussions with the representatives of Expo City Dubai, Commercial Bank of Dubai, and Bank of China (Dubai) Branch.



Abu Dhabi

- Held discussions with the representatives of HSBC, Abu Dhabi Global Market, China National Nuclear Corporation (CNNC), AstraTech, CCB Trust, and LightCurve.
- Met with Yiming ZHANG, Chinese Ambassador to the UAE.

Follow-up In December, the Beijing Financial Street Services Bureau attended **Abu Dhabi Finance Week (ADFW)** and the **China-Arab Trade and Investment Summit**, where it signed an MoU with the Financial Services Regulatory Authority Abu Dhabi (FSRA).



→ Kenya

Nairobi

UNEA, the highest decision-making body on global environmental issues, comprises all 193 UN member states and is called the "World Parliament on the Environment". The sixth session (UNEA-6) was held in Nairobi from February 26 to March 1, with over 7,000 delegates from 182 UN member states and more than 170 ministers in attendance. ITPO Beijing, China, in collaboration with the UNEP China Office, organized a delegation to visit Africa and participated in **UNEA-6**.

- Attended the **UNEA-6** Opening Ceremony and the "UN Science-Policy-Business Forum on the Environment" from February 26 to 27.
- Met with Jian LIU, Chief Scientist and Director of the Science Division at UNEP, and Shereen ZORBA, Executive Secretary of the UN Science-Policy-Business Forum on the Environment.
- Led by Ruihe TU, Head of the UNEP China Office, the delegation visited UNEP and UN-Habitat headquarters.
- Held discussions with Yijun ZHANG, Minister Counsellor for Economic and Commercial Affairs at the Chinese Embassy in Kenya.



Learn more

→ Nigeria

Lagos

- On February 29, ITPO Beijing, China and ITPO Nigeria jointly hosted the "China-Nigeria Industry Matchmaking Event".
- Met with Yuqing YAN, Consul General of China in Lagos; Gabriel IDAHOSA, President of the Lagos Chamber of Commerce and Industry; Yingqi WANG, Minister Counsellor for Economic and Commercial Affairs at the Chinese Embassy in Nigeria; and Pengwen GUO, Head of the Bilateral Affairs Office at the Chinese Consulate General in Lagos.
- Held discussions with the representatives of the Nigeria Climate Innovation Center, Armogrid, Afrinet PowerTech, Poder Green Consulting, GIVO Africa, among others.
- Visited Lekki Free Trade Zone and Lekki Port.



Learn more

→ Ethiopia



Addis Ababa

To better address global challenges such as hunger and malnutrition, **WWH** was held from November 5 to 7 in Addis Ababa, the capital of Ethiopia. The event attracted over 1,500 high-level stakeholders. The conference was co-hosted by UNIDO, AUC and the Government of Ethiopia, with technical support from the FAO.

"A world without hunger is achievable—and within reach. We have the technologies and the knowledge to defeat hunger, but we need the political will and the necessary investments."

— Gerd MÜLLER, Director General of UNIDO



- ITPO Beijing, China led a government and business delegation to the Conference, including representatives from the Xicheng District Government of Beijing, Beijing Huatian Catering Group (Huatian), Beijing Organic and Beyond Corporation (OABC), and Solar Run.
- Gerd MÜLLER, Director General of UNIDO, discussed with Xicheng District and Huatian representatives, and visited the ITP Network booth.
- Zhizhong WANG, Deputy Secretary of Party Leadership Group and Vice Chairman of the Beijing Xicheng District CPPCC, delivered a keynote speech at the **Investment Forum**. Dehui WANG, Assistant to the General Manager of Huatian, participated in the **Global Leaders Debate** session, presenting solutions.
- ITPO Beijing, China attended the UNIDO ITPO side event, "**Innovation and Digitalization for Agribusiness Development**", and shared best practices.
- Held discussions with Yihang YANG, Minister Counsellor for Economic and Commercial Affairs at the Chinese Embassy in Ethiopia, and Ruihao LYU, Minister Counsellor for Economic and Commercial Affairs at the Chinese Mission to the African Union.
- Visited Huawei and China Energy Engineering Group.



Learn more

→ Azerbaijan



Baku

From November 11 to 22, the **29th Session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP29)** was held in Baku, the capital of Azerbaijan. Representatives from 198 countries participated in the Conference.

- Yabin WU, Head of ITPO Beijing, China attended a side event on "**Coordination of Industry, Climate, and Trade Policies**", co-hosted by the Center for International Knowledge on Development, Development Research Center of the State Council, and the Policy Research Center for Environment and Economy of the Ministry of Ecology and Environment, and delivered a keynote speech.
- Hao JIANG, Environmental and Climate Expert at ITPO Beijing, China, spoke at the **High-level Forum on "South-South Cooperation on Climate Change"**, organized by the Ministry of Ecology and Environment, highlighting the support and contributions of ITPO Beijing, China to clean cookstove projects in developing countries.



Learn more

→ Bahrain



Manama

- On May 15, Yabin WU, Head of ITPO Beijing, China attended the **5th WEIF**, co-hosted by UNIDO and the Government of Bahrain, and spoke at the panel "**Leveraging the UNIDO ITP Network**".
- Participated in the **UNIDO ITPO Heads Meeting**, joined by Fatou HAIDARA, Deputy to the Director General and Managing Director of the Directorate of Global Partnerships and External Relations at UNIDO.



Learn more

→ United States



Washington, D.C.

- In September, ITPO Beijing, China visited Washington, D.C., and met with the IWS German delegation, which had previously visited China in April, as well as the Economic and Commercial Office of the Chinese Embassy in the U.S., to discuss trilateral cooperation on technology and project matchmaking between China, the U.S. and Germany.
- Held discussions with IWS and its member companies Silver Arrow Capital, ShawnCoulson International Lawyers, and Georgetown University's McDonough School of Business.
- Held discussions with Jiang LYU, Minister for Economic and Commercial Affairs at the Chinese Embassy in the U.S.



Germany →



2024 marks the 10th anniversary of the establishment of the China-Germany Comprehensive Strategic Partnership. From April 14 to 19, during German Chancellor Olaf SCHOLZ's visit to China with an economic delegation in tow, ITPO Beijing, China invited a delegation of German "hidden champions" from sectors such as AI, robotics, and precision manufacturing to visit Guangzhou, Shenzhen, Hangzhou, and Beijing.

Guangzhou

- Organized the delegation's participation in the opening reception of the 135th China Import and Export Fair (Canton Fair) and a visit to the Canton Fair exhibition halls.
- On April 15, ITPO Beijing, China and the Internationaler Wirtschaftssenat e.V. (IWS) jointly hosted the "Sino-German Industry Exchange Luncheon and Launching Ceremony of the UNIDO Fourth Industrial Revolution Alliance Expert Panel on Digital Talent".
- Xin HUANG, Director-General-Level II Official of the Guangdong Provincial Department of Commerce, and Huilin QIU, Director-General-Level II Official of the Foreign Affairs Office of the Guangdong Provincial Committee, met with the delegation. The Investment Promotion Bureau of the Guangzhou Development Zone presented relevant policies.



Learn more



The Canton Fair is currently the longest-running and largest comprehensive international trade fair with the largest product variety, the largest number of attending buyers from the widest range of countries and regions, and the best transaction results. It is hence acclaimed as "China's Number One Fair".

Shenzhen

- Organized the delegation's visits to enterprises, including BYD, Honor, XPENG Motors, and XAG.



Learn more



Hangzhou

- On April 18, ITPO Beijing, China hosted the "UNIDO Fourth Industrial Revolution Accelerator (Hangzhou) Launching Ceremony and Sino-German Industry Matchmaking Meeting".
- Xudong SUN, Member of the Standing Committee of the Hangzhou Municipal Party Committee and Secretary of the Xiaoshan District Party Committee, met with the delegation.
- The delegation visited Alibaba, Dahua Technology, Wahaha, and other enterprises.



Learn more



Beijing

- On April 19, the Xicheng District People's Government of Beijing, ITPO Beijing, China and IWS jointly hosted "Meet in Xicheng, Share the Future", German-focused Investment Promotion Conference. Shuo SUN, Party Secretary of Xicheng District Committee, and Dongwei LIU, District Mayor of Xicheng District, attended the event.



Learn more



Belgium →

From September 23 to 28, ITPO Beijing, China invited a high-level Belgian business delegation, comprising enterprises from **AI, finance, logistics, high-end manufacturing, and marketing** sectors, to visit **Hangzhou, Chengdu and Beijing**. Led by the former Chief Economist of the European Commission, the delegation engaged in matchmaking and exchanges with Chinese local governments and over **130** enterprises.

Hangzhou

- On September 24, ITPO Beijing, China hosted the "Roundtable Dialogue on the Fourth Industrial Revolution and Digital Transformation & Sino-Belgian Industry Matchmaking Meeting" as part of the 3rd Global Digital Trade Expo (GDTE). Discussions focused on two key themes: "Enhancing International Cooperation on Capacity Building of AI" and "Harnessing Digital Trade for a Sustainable Future". The *Fourth Industrial Revolution Opportunities Catalogue* was exchanged, featuring 26 leading companies from sectors such as AI, smart manufacturing, and clean energy, expressing cooperation intentions.
- The delegation visited the AI, Smart City, and Digital Mobility exhibition halls at the GDTE.
- The delegation visited Alibaba, Dahua Technology and Geely Group.



Learn more

Chengdu

- On September 26, ITPO Beijing, China hosted the "Global Supply Chain and Investment Dialogue: China-Belgium Cooperation Matchmaking Conference". The event facilitated B2B exchanges with **49** enterprises from Sichuan and Chongqing, resulting in over **10** preliminary cooperation agreements.
- The delegation visited JOUAV.



Learn more

Beijing

- On September 27, the Xicheng District People's Government and ITPO Beijing, China jointly hosted a **Belgium Investment Promotion Conference, "Meeting in Xicheng For a Shared Future"**.
- The delegation visited the Lenovo Future Center and Pony.ai.
- Held an online meeting with the Embassy of the Kingdom of Belgium in China.



Learn more

Echoes

- Rudy AERNOUDT, former Chief Economist of the European Commission and Professor at Ghent University, published an op-ed titled *China and the Philosophy of Growth* in *The Diplomat* after his visit: "Innovation is a key to boosting the economy. At the accelerator, we saw innovative technology displays from Finland, Latvia, and other countries—strong testaments to the success of China-Europe cooperation."
- Denis LEYSEN, Board Member of Xylos Family, Founder of noah.AI, and Representative of Ahlers Logistics: "During this trip, I deeply experienced Hangzhou's innovation-driven mindset and a clear embrace of the market economy, while Chengdu, as a hub for IT and AI, promotes and encourages market competition."
- Geoffrey EJZENBERG, CEO of Behault: "The company visits and industry matchmaking events in Hangzhou and Chengdu gave us a firsthand experience of China's cutting-edge innovations. Leaving China, we not only gained exciting business prospects but also meaningful cross-border connections and unforgettable memories."
- Tom CUYLAERTS, Founder of Edge.be: "Pony.ai's autonomous vehicles can perceive objects over 500 meters away—an impressive demonstration of both technological leadership and the Chinese government's forward-thinking vision. Our interactions with government officials were seamless; they went above and beyond to make us feel welcome and provided detailed guidance on how to enhance collaboration."
- A member of the Belgian delegation: "The professionalism of the ITPO Beijing, China team, the dedication and hospitality of the Chinese people, the cutting-edge innovations of China's high-tech sector, and the highly productive business matchmaking sessions left a deep impression on us. We look forward to returning and advancing more cooperation projects together."

Project Matchmaking and Implementation

Off-grid Solar Factory Established in Africa

Shenzhen Solar Run Energy Co., Ltd. (Solar Run) is a micro-enterprise dedicated to providing reliable, affordable, and sustainable one-stop solar solutions for off-grid regions. The company was a winner in the Clean Energy Innovation category of the "Global Call 2023" (GC2023) event. ITPO Beijing, China provided consultation and guidance to Solar Run on photovoltaic industry trends, the African market, business models, and investment strategies. In 2024, Solar Run established a factory in Addis Ababa, Ethiopia, primarily focusing on assembling off-grid solar lighting products.

Solar Run Ethiopia Factory*

- Employed approximately 30 local workers, including 13 women
- Completed on-site assembly of 64,800 solar lanterns (equivalent to six shipping containers) and produced 24,000 sets of small solar home systems (equivalent to three shipping containers)
- The total product value was close to RMB 8 million

*As of the end of November 2024



Carbon Credit Projects Conducted in Developing Countries

ITPO Beijing, China has assisted a Chinese environmental consulting company in conducting carbon credit cooperation projects in developing countries by supporting the selection of suitable projects and completion of registration, verification, and sales. As of now, the company has launched two types of projects—safe drinking water and clean cookstoves—in Rwanda, Senegal, Bangladesh, Cambodia, the Philippines, Kenya, and Madagascar. These projects have benefited over 2.2 million people in developing countries, achieving a CO₂ emissions reduction of 1.5 million tons per year, while creating job opportunities and income for local communities. To enhance sustainability, the company has reinvested the revenue from carbon credit sales into maintaining these projects. In 2024, ITPO Beijing, China has also actively facilitated the implementation of the company's carbon credit projects in Tanzania, Uganda, Malawi, Botswana, Chad, and Uzbekistan.



Air-to-Water Project Expanding into Africa

During GC2023, Mayu (Beijing) New Energy Tech Co., Ltd. (Mayu) won the Grand Prize in the Clean Energy Innovation category for its DC portable atmospheric water generator and large-scale distributed atmospheric water station. In February 2024, ITPO Beijing, China invited Mayu to participate in UNEA-6 in Kenya and the "China-Nigeria Matchmaking Meeting" in Nigeria. ITPO Beijing, China provided suggestions on product positioning and technical improvements based on market demands in China and drought-affected regions in Africa, and recommended Mayu to showcase on multiple international platforms, including the Hangzhou Accelerator exhibition hall, a booth at the 24th CIFIT, and a promotion event at CIFTIS. ITPO Beijing, China also facilitated Mayu's connections with Aluminum Corporation of China's African projects and water supply initiatives for hospitals and schools in Kakuma Refugee Camp, Kenya. Preliminary estimates suggest that the projects and initiatives, once implemented, will benefit over 200,000 people and are expected to double revenue.



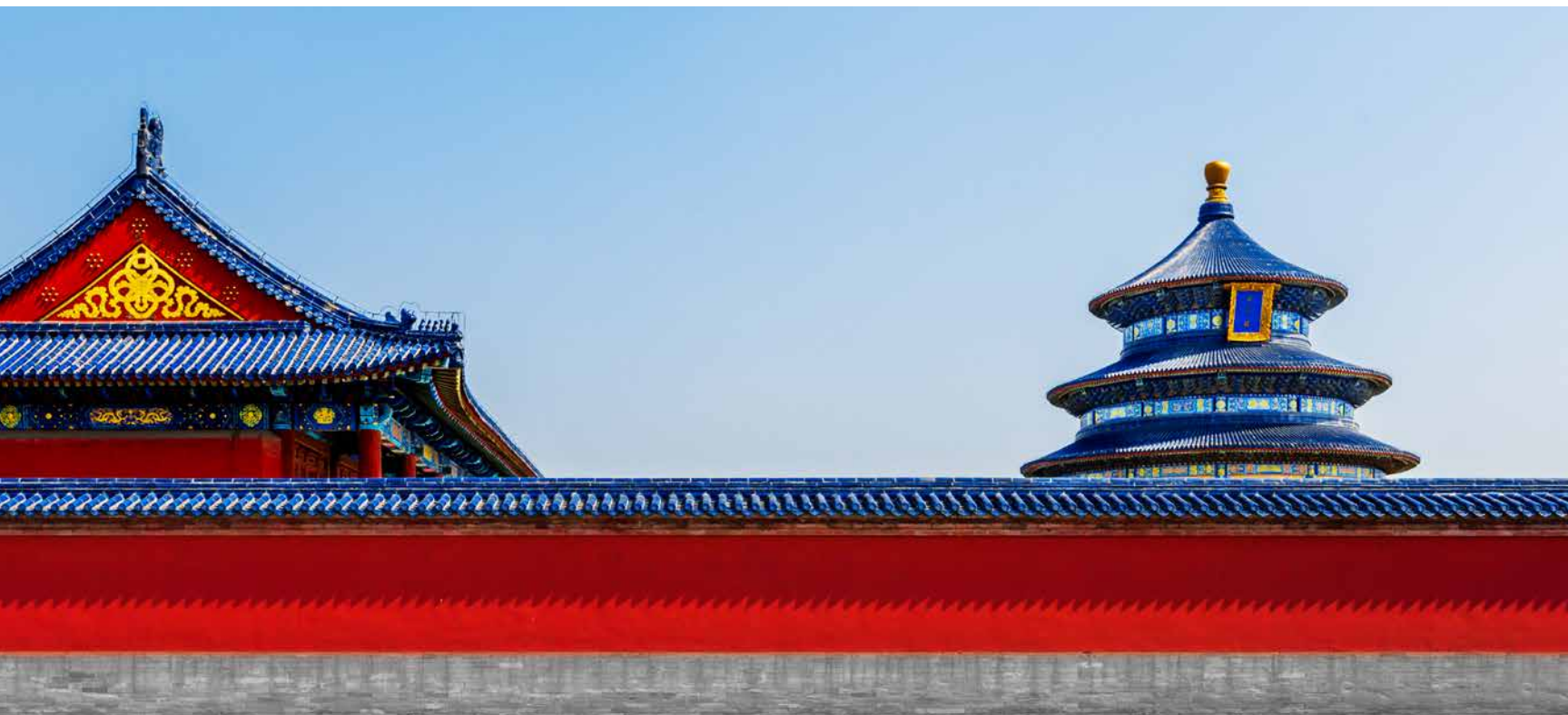
The European Investment and Trade Service Liaison Office

ITPO Beijing, China assists Beijing Xicheng District in connecting with over 100 domestic and foreign enterprises annually. With the support of ITPO Beijing, China, the cooperation between Xicheng District and Germany's IWS has been steadily deepening.

- In June 2023, IWS and the Xicheng District Bureau of Commerce established their first partnership, signing remotely during the "GC2023" launch event at UNIDO Headquarters in Austria;
- In April 2024, an IWS delegation visited China and attended "Meeting in Xicheng, Share the Future";
- In June 2024, IWS and the Xicheng District Bureau of Commerce signed an MoU at the "Xicheng District Frankfurt Investment Promotion Conference", supporting the establishment of a "European Investment and Trade Service Liaison Office" in Germany. Head of ITPO Germany-Berlin, Olaf DEUTSCHBEIN, attended the event and witnessed the signing;
- In September 2024, IWS Chairman was invited to attend the "Financial Street Forum" and relevant activities in Beijing, discussing IWS's establishment in Xicheng District.



Regional Coordination and Accelerator



Beijing

ITPO Beijing, China promotes investment through hosting international forums, organizing thematic seminars, and facilitating project implementation.

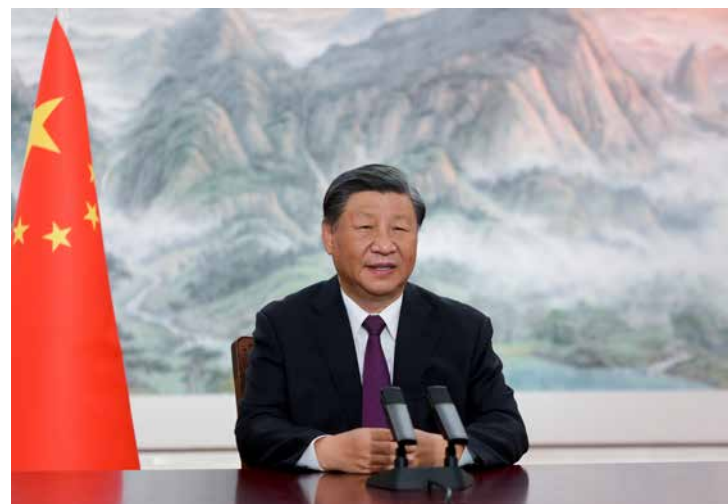


Image source: Official website of CIFTIS, URL: <https://www.ciftis.org/article/87168>

The 2024 CIFTIS was held in Beijing from September 12 to 16, during which ITPO Beijing, China participated in, supported, and organized relevant activities.

The China International Fair for Trade in Services (CIFTIS), co-hosted by the Ministry of Commerce of the People's Republic of China (MOFCOM) and the People's Government of Beijing Municipality, is a national-level, international, comprehensive exhibition and trading platform. It is also the world's first and currently the largest comprehensive fair for trade in services.



Learn more

CIFTIS



Orange Industry and Sustainable Investment Forum

The creative economy (also known as the "orange economy") encompasses the cycles of creating, producing, and distributing goods and services in which creativity and intellectual capital are primary inputs. The notion of orange economy is evolving. It embraces the economic, cultural, and social aspects and interacts with technology, intellectual property, and tourism. It encompasses all the industries relying on creative activities including music, fashion, performing arts, etc.

To expand investment channels for the orange economy and support its sustainable development, the UNIDO ITP Network hosted the

"Orange Industry and Sustainable Investment Forum" on September 13 during the 2024 CIFTIS in Beijing. The event was organized by ITPO Beijing, China, under the theme "Creativity, Innovation, Entrepreneurship for Sustainability". The forum was awarded "the Best Event of the 2024 CIFTIS".



Learn more



Qiuping SHENG, Member of the CPC Leadership Group of MOFCOM and Vice Minister, highlighted that the orange economy's focus on creativity and innovation, aligns with China's innovation-driven development strategy. Peng MU, Member of the CPC Leadership Group of Beijing Municipal Government and Deputy Mayor, noted Beijing's continuous efforts in advancing its cultural and creative industry, with culture-technology integrating becoming a defining feature.

Siddharth CHATTERJEE, UN Resident Coordinator in China, cautioned that while digital technology and AI bring opportunities, the digital divide poses challenges. Arlette VERPLOEGH, Head of Entrepreneurship Development, Division on Investment and Enterprise at UN Trade and Development, echoed these concerns, emphasizing risks related to quality, copyright, privacy, monopolies, and market concentration, which could hinder fair competition.

Luomei SHU, Director of Division of ITPOs and Institutional Partnerships at UNIDO, stressed the need for collaboration in expanding investment channels for the orange industry. Yabin WU, Head of ITPO Beijing, China, highlighted that China's high-quality and cost-effective manufacturing and services, when combined with creativity, can deliver unprecedented value to consumers worldwide. Xiao Hui WANG, a Germany-based interdisciplinary artist, advocated for high-quality cultural products to drive the orange economy, while Martin XU, Senior Vice President of Honor Device Co., Ltd., shared insights on how new technologies are reshaping the smart terminal industry.

The roundtable dialogues explored "AI Accelerating Orange Industry Transformation" and "Orange Industry for Inclusive and Sustainable Development", discussing AI's role in enhancing efficiency and the importance of collective innovation for sustainability. At the event, the *Special Report on New Overseas Expansion of Chinese Enterprises* and the *Report on How Institutional Investors Respond to the Transformation of High-Carbon Industries* were released.



Global Development Forum on Green Economy & Carbon Economy Development Forum for Cities and Industrial Parks

During the 2024 CIFTIS, ITPO Beijing, China, in collaboration with the "International Green Economy Association (IGEIA)", co-hosted two events: the "Global Development Forum on Green Economy" and the "Carbon Economy Development Forum for Cities and Industrial Parks".

On September 12, international representatives from the UN, the European Union, the United States, Germany, and Brazil, as well as over 400 Chinese industry experts and entrepreneurs, participated in the "Global Development Forum on Green Economy". Under the theme "Climate Trade, CBAM and Green Competitiveness", Chinese and international guests engaged in in-depth discussions on the integration of "climate action, international trade, and the green economy", collectively exploring strategies and pathways to promote green, sustainable, and high-quality global economic development. The forum was awarded "the Best Event of the 2024 CIFTIS".

On September 14, the "Carbon Economy Development Forum for Cities and Industrial Parks" was held in Beijing. The forum brought together over 300 participants, including diplomats from Brazil, Russia, the United States, and Australia, government leaders from 7 provinces and municipalities, including Beijing, Tianjin, Shandong, Hubei, Hunan, Shanxi, and Guangdong, as well as representatives from the UN system and other international organizations, industry experts, and leading enterprises.

Chinese and international guests exchanged new ideas and solutions for green and low-carbon urban development. Experts at the forum unanimously agreed that achieving low-carbon development of cities and industrial parks requires deepening green transformations at the industrial level. The development of new "dual carbon" models and markets requires the integrated development of policies and industries.



Learn more

"Meeting in Xicheng for a Shared Future" Xicheng Promotion Meeting

Since 2021, ITPO Beijing, China has continuously supported the Xicheng Promotion Meeting. On September 13, the 2024 CIFTIS "Meeting in Xicheng for a Shared Future" Xicheng Promotion Meeting was held in Beijing. Luomei SHU, Director of Division of ITPOs and Institutional Partnerships at UNIDO, Wolfgang EISL, special envoy of Austrian Federal Chancellor for Europe-Asia relations and special envoy of Salzburg Province for China affairs, and Peter NUSSBAUM, Chairman of the Board of IWS, delivered speeches. ITPO Beijing, China facilitated on-site demonstrations and matchmaking sessions for advanced manufacturing technologies.



Learn more

Seminar on International B2B Cooperation

On September 16, ITPO Beijing, China, in collaboration with the World Trade Centers Association (WTCA) and the Beijing Association for Trade in Services, co-hosted the 2024 CIFTIS "Seminar on International B2B Cooperation".

Over 250 guests from 35 countries and regions attended the event	More than 10 institutions signed cooperation agreements on-site
Over 150 projects from 30+ countries were matched during the event	Projects covered 20+ sectors, including investment and financing, information technology, AI, new materials, new energy, pharmaceuticals and healthcare, petrochemical energy, and agrifood industries

At the Seminar, Zengwei JIANG, President of the Global Alliance for Trade in Services, Yabin WU, Head of ITPO Beijing, China, and Crystal EDN, Executive Director-Member Services for the WTCA, delivered speeches. Commercial counselors from the WTCA, the Philippines, Sri Lanka, Honduras, France, Japan, and Singapore, along with representatives from domestic and international chambers of commerce and enterprises, engaged in discussions on "Win-Win Cooperation: Building a New Environment for International Trade and Economic Cooperation" and "Opportunities and Challenges for Enterprises Expanding Overseas". To further promote collaboration among global innovative enterprises, ITPO Beijing, China also invited award-winning enterprises from Egypt's "National Initiative for Smart Green Projects" to participate in an online exchange session. The seminar was awarded "the Best Event of the 2024 CIFTIS".



Learn more



Sustainable Finance in the New Global Investment Landscape

Sustainable development is now a global consensus, with international investment shifting from profit-driven models to those incorporating social and environmental responsibility, making sustainable finance essential. On September 13, Yabin WU, Head of ITPO Beijing, China, delivered a speech at the "Sustainable Finance Forum in the New Global Investment Landscape", engaging with representatives from the Bank of Japan Beijing Representative Office, Temasek, Société Générale, DBS Bank, London Stock Exchange Group, UBS Securities, among others.



Learn more

Financial Street Forum

Entrepreneur Roundtable

ITPO Beijing, China has continuously supported the "Entrepreneur Roundtable-Annual Conference of Financial Street Forum". This year's roundtable, themed "Building a Low-carbon Future Together, Advancing Global Sustainable Development-Leveraging Finance to Drive High-quality Development of the Real Economy", featured keynote speeches by Lijia AN, Member of the Standing Committee of the 14th National People's Congress (NPC), Deputy Director of the NPC Financial and Economic Affairs Committee, and Academician of the Chinese Academy of Sciences, and Shuo SUN, Vice Mayor of Beijing. Yabin WU, Head of ITPO Beijing, China, delivered remarks, engaging in discussions with entrepreneurs, financiers, scholars, and government officials from over 10 countries, including China, the United States, Germany, etc.



Learn more

2024 Beijing CBD Forum



Roundtable Dialogue for Domestic and Foreign Auto Enterprises

To foster dialogue and enhance international cooperation in the global automotive industry, ITPO Beijing, China, and the Chaoyang District People's Government of Beijing Municipality, co-hosted the Roundtable Dialogue for Domestic and Foreign Auto Enterprises on June 6, under the theme "Global Call for Cooperation and Acceleration" as part of the "Beijing CBD Forum".

Qiuping SHENG, Member of the CPC Leadership Group of the Ministry of Commerce and Vice Minister, pointed out that China has led global auto sales for 15 consecutive years, holds the world's largest number of registered vehicles, and was also the top automobile exporter in 2023, underscoring the tremendous potential of the Chinese automotive market.

Meiying LIU, Deputy Secretary-General of the Beijing Municipal Government, noted that while competition is a key factor, collaboration plays an even greater role in driving technological innovation and economic growth in the automotive sector.

Yabin WU, Head of ITPO Beijing, China, said that the automotive industry is at the intersection of three major transformations: driving force evolution, functional transformation, and production model shifts. Multinational coordination and collaboration are particularly crucial for enhancing supply chain resilience and mitigating supply chain risks.

Haidong ZHAO, Member of the Standing Committee of Beijing Chaoyang District Party Committee and Executive Deputy District Mayor of Chaoyang, Andreas SCHEUER, former German Federal Minister for Transport and Digital Infrastructure, and Bai GAO, Tenured Professor at Duke University also delivered speeches.

The first roundtable dialogue focused on "Competition and Cooperation: Enhancing Global Sustainable Supply Chain Resilience". It featured representatives from the Ministry of Commerce of PRC, Academy of Macroeconomic Research (AMR), National New Energy Vehicle Technology Innovation Center (NEVC), Volkswagen, Jaguar Land Rover, Bosch, PAIG, Tesla, GAC, BYD, among others.

The second roundtable dialogue focused on "Digitalization and Decarbonization: Strengthening New Quality Productive Forces to Embrace Accelerated Revolution". It brought together representatives from the State Administration for Market Regulation, Ford, General Motors, BMW, Didi, XPENG, Pony.ai, among other institutions and enterprises.

This event served as a key international dialogue platform, facilitating communication between governments and enterprises and enabling valuable discussions on strengthening the global supply chain and leveraging digitalization and decarbonization to enhance new productive forces.



Learn more

Two Exhibitions and One Festival



Shichahai Night & Closing Ceremony of the "Two Exhibitions and One Festival"

The "Beijing International Tea Expo, Beijing Maliandao International Tea Culture Expo, and Yihong Gongfu Tea Culture Festival" (collectively referred to as the "Two Exhibitions and One Festival") were held in Beijing from June 7 to 10, with over 800 transaction agreements signed, amounting to a total transaction value of approximately RMB 650 million.



On June 10, ITPO Beijing, China supported the Shichahai Night & Closing Ceremony of the "Two Exhibitions and One Festival" in Beijing, where commercial counselors and business representatives from Belgium, Austria, and other countries were invited for on-site business matchmaking.

International Trade and Economic Exchange Activities



In May, ITPO Beijing, China held discussions with Marta BETANZOS ROIG, Ambassador of Spain to China, and Paulette BETHEL, Ambassador of the Bahamas to China, and invited them to visit key commercial districts and explore China's time-honoured brands.



In October, during the "China-Europe Talent Forum", ITPO Beijing, China engaged in discussions with Jürg BURRI, Ambassador of Switzerland to China, on China-Switzerland investment and technology cooperation, as well as international talent development.



In December, ITPO Beijing, China met with Abu Bakarr KARIM, Ambassador of Sierra Leone to China, and Zhuo YANG, Commercial Counselor of the Sierra Leone Embassy in China, to explore cooperation in areas such as vocational and technical education and climate change.





ERCC

On August 13, 2020, UNIDO ITPO Beijing, China | ERCC was officially established. ERCC is dedicated to promoting the gradient transfer and coordinated development of foreign economic and technological exchanges in Shandong and its surrounding regions, leveraging Shandong Province's pivotal role in Eastern China.

City Overview

City Area	10,244.5 square kilometers*
Permanent Population	9,437,000**
Geographical Advantage	A key integrated transportation hub in China, with high-speed rail connections to 254 cities, including a 1-hour 22-minute journey to Beijing and less than 3 hours to Shanghai
Industrial Strengths	Four pillar industries: Big Data and Next-generation Information Technology, Intelligent Manufacturing and High-end Equipment, Premium Steel and Advanced Materials, and Biomedicine and Health
Industrial Development Goals	Accelerating the development of six future industries with solid foundations: Laser Manufacturing, AI, Advanced Materials, New Energy Equipment, Aerospace Information, and Biotechnology; strategically positioning six future industries with great potential in the long run: Intelligent Robotics, Quantum Information, New-generation Displays, Future Networks, Metaverse, and High-end Medical Equipment
Economic Indicators	GDP for the first three quarters of 2024: RMB 967.51 billion, and total import and export volume: RMB 161.00 billion; Actual use of foreign capital in 2023: USD 2.48 billion, and overseas investment completed in 2023: USD 2.23 billion

*As of April 2024 **As of the end of 2023

Key Achievements

Investment and Technology Matchmaking, Cooperation, and Implementation

Organized a Government Delegation Visit to Kenya

- In February, ERCC organized a delegation from the Shandong Provincial Government to visit Kenya, which collaborated with local governments and business partners to attend **UNEA-6** and relevant activities. Leveraging the UNEA-6 platform, the delegation engaged with government officials and business representatives, showcasing Shandong's key industries and business environment to international guests. They also visited major local industries, and discussed opportunities for China-Africa cooperation.



Assisted a Government Delegation Visit to Ethiopia

- In December, the Vice Governor of Shandong Province led a delegation to Turkey, Morocco, and Ethiopia to promote Shandong's economic and social development opportunities. With ERCC's support, the delegation visited the African Union Headquarters and the UNIDO Field Office in Ethiopia, to further strengthen cooperation between Shandong and Ethiopia in industry, trade, and infrastructure, and to advance practical cooperation in agriculture, vocational education, and the textile sector.



Promoted Exchanges on Regional Foreign Trade and Economic Cooperation

- Leveraging partnership resources and capabilities, ERCC assisted Jinan in organizing local promotional events, to demonstrate the city's key industries and business environment from multiple perspectives. ERCC invited representatives from the Representative Office in Shenzhen of the People's Government of Jinan Municipality, and Jinan's Shizhong District Government and Licheng District Government to participate in the "Sino-German Industry Exchange Luncheon and Launching Ceremony of the UNIDO Fourth Industrial Revolution Alliance Expert Panel on Digital Talent", the "Global Investment Dialogue: The Fourth Industrial Revolution and Smart City", the "Roundtable Dialogue on the Fourth Industrial Revolution and Digital Transformation & Sino-Belgian Industry Matchmaking Meeting", and the "CIFIT Forum and Exhibition". During these events, the representatives engaged in business matchmaking with multinationals, unicorns, and hidden champions, aiming to attract more investment and cooperation opportunities for Jinan.



Regional Outreach

Qingdao

- From August 27 to 29, the Ministry of Commerce of PRC and the Shandong Provincial Government co-hosted the 5th "**Qingdao Multinationals Summit (QMS)**", under the theme "Multinationals and China". The event attracted approximately 550 representatives from over 450 multinationals. During the summit, ERCC supported the organization of the "**Thematic Promotional Meeting on New Opportunities for Cooperation with Jinan**", which led to the signing of **30** agreements, including **20** investment projects and **10** trade-related projects.



Yantai & Tai'an

- In June, ERCC, together with diplomatic representatives from Mozambique, Lesotho, and Argentina, conducted on-site visits to key enterprises in Yantai and Tai'an, covering sectors such as **biomedicine**, **offshore engineering equipment**, **modern efficient agriculture** and **tourism**. Leveraging its regional coordination expertise, ERCC facilitated direct connections between diplomatic representatives and local enterprises, promoting targeted business matchmaking. These efforts laid a solid foundation for future investment discussions and cooperation between these countries and Yantai and Tai'an.



Qufu

- In July, ERCC, alongside diplomatic representatives from multiple countries, attended the "10th Nishan Forum on World Civilizations" in Qufu. During the event, ERCC engaged in discussions with Naixiang ZHOU, Governor of Shandong Province, and business representatives on the integration and development of AI and modern civilization. Participants explored Shandong's strategies and initiatives for fostering an innovation-driven industrial economy, gained insights into the current development of AI and the cultural industries, and promoted diversified industrial investment and business development.



Zibo

- In January, ERCC conducted on-site visits to key enterprises in Zibo, including Geely Auto's facility in Zibo, NSRobot, Zibo Boyi New Energy, and Qihe Biotech Factory. During the visits, ERCC assessed the technological strengths of these enterprises, identified their cooperation needs, and facilitated targeted resource connections to support the development of regional industries.

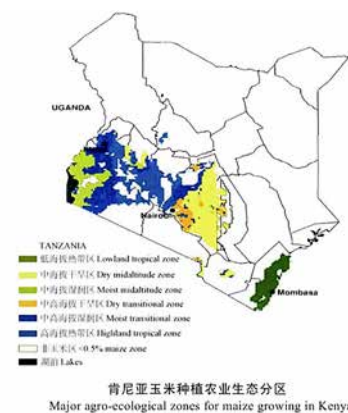
Action-oriented Research and Consulting Services

Supported Shandong's Carbon Neutrality Goal with the Release of the Report *Global Carbon Trading Market Policies and Case Studies*

- UNIDO supports policies, technologies, and practices aimed at reducing industrial greenhouse gas emissions. Climate action is estimated to create millions of new decent jobs worldwide. In January, ERCC, in collaboration with Shandong University of Finance and Economics, initiated the compilation of the report *Global Carbon Trading Market Policies and Case Studies* to provide an in-depth study and analysis of global carbon trading market mechanisms, offer a comprehensive review of carbon trading policy implementation pathways and impact assessments across various countries, and incorporate international best practices and advanced experiences. The report aims to provide Shandong with forward-looking and globally-oriented consulting services and public goods for achieving green and low-carbon transition and contribute to the attainment of SDGs.

Supported the Transformation and Upgrading of Shandong's Agricultural Enterprises in Africa & Co-authored the *Blue Book on China-Africa Agricultural Cooperation*

- UNIDO leverages its expertise and advanced technologies to support agriculture by reducing post-harvest losses and enhancing food security. Agribusiness can also create job opportunities for young people. In June, ERCC, in collaboration with Shandong Agricultural University and the Afridge Development Plan (ADP), launched the compilation of the *Blue Book on China-Africa Agricultural Cooperation* (Blue Book). The Blue Book provides a comprehensive analysis of Shandong enterprises' agricultural investment projects in Africa, technology cooperation models and talent development initiatives. By integrating data mining and analysis, the Blue Book aims to provide accurate, comprehensive, and insightful information and development recommendations for government agencies, enterprises, and research institutions, fostering deeper collaboration in the China-Africa agricultural sector.



Local Story: Green Hope Illuminates Africa



Africa is home to the world's largest free trade area and a consumer market of nearly 1.5 billion people. The continent is currently at a critical juncture of industrialization and agricultural modernization. *Determined: Report of the Secretary-General on the Work of the Organization 2023* highlights that while Africa is rich in resources, its development and utilization still face numerous challenges. To achieve inclusive and sustainable development, Africa must accelerate its industrial transformation and agricultural industrialization.

As a leading province in agriculture and marine industries, Shandong has substantial potential for deepening cooperation with Africa. Under the initiative of the Foreign Affairs Office of the People's Government of Shandong Province, ITPO Beijing, China, in collaboration with the office, launched the ADP. Guided by the principles of "Care, Chance, and Connectivity", the ADP is committed to improving the well-being of African communities by promoting agriculture, manufacturing, and sustainable development projects for youth, accelerating Africa's poverty reduction efforts. With the support and coordination of ERCC, the ADP has already achieved initial success, as evidenced by its successful launch and implementation of multiple projects across Africa.

Cooperation Case Study



Agricultural Poverty Reduction Demonstration Village Project

- The ADP is assisting in the establishment of "Afridge" Agricultural Poverty Reduction Demonstration Villages in Baringo County and Nakuru County in Kenya's Great Rift Valley. By introducing Shandong's advanced maize cultivation technologies, the ADP provides technical training to local farmers in soil improvement, pest and disease control, and other agricultural practices. Through market-driven approaches, the ADP optimizes agricultural organization, production, and management models, to significantly enhance Kenya's food security capacity. Also, the ADP led faculty and students from Shandong Agricultural University to Africa to participate in project implementation, offering guidance and support to Africa's poverty reduction goals and sustainable development progress.

Baringo County *Prosopis juliflora* Comprehensive Management Project

- As part of the *Prosopis juliflora* Comprehensive Management Project in Baringo County, Kenya, the ADP provided technical support, not only to assist the local government, communities, and enterprises in developing a comprehensive management plan for *Prosopis juliflora* control and promote irrigation agriculture and livestock farming tailored to local conditions, but also to enhance land-use efficiency and inclusive agricultural development, thereby advancing sustainable agriculture in the region.

Solar Panel Donation Initiative

- The ADP donated over 160 solar panels to residents of Tiati in Baringo County, effectively improving basic electricity access and supporting local infrastructure development. By introducing solar energy technologies, the ADP has helped drive Baringo's transition to green energy, enhance residents' quality of life, foster small business growth, and optimize local energy solutions.





SRCC

On September 8, 2020, UNIDO ITPO Beijing, China | SRCC was officially established. SRCC is dedicated to enhancing the internationalization and competitiveness of Fujian Province and facilitating regional industrial cooperation through investment promotion, capacity building, and global forums.

City Overview

City Area	1,699.0 square kilometers*
Permanent Population	5,327,000**
Geographical Advantage	Xiamen, a strategic maritime cooperation hub and international gateway, Xiamen Port connects to 152 ports across 57 countries and regions, while Xiamen Airport has cumulatively operated 44 international flight routes
Industrial Strengths	Four pillar industries: Financial Services, Commerce, Trade & Logistics, Machinery & Equipment, and Electronic Information
Industrial Development Goals	Establishing a "4+4+6" Modern Industrial System In addition to four pillar industries, Xiamen has been fostering four strategic emerging industries: Biomedicine, New Materials, New Energy, and Culture, Tourism & Creativity; and advancing six future industries: 3rd-Generation Semiconductors, Future Networks, Cutting-Edge Strategic Materials, Hydrogen Energy & Energy Storage, Gene & Biotechnology, and Deep Sea & Aerospace Development
Economic Indicators	GDP for the first three quarters of 2024: RMB 603.17 billion, and total import and export volume: RMB 695.13 billion; Actual use of foreign capital in 2023: USD 1.97 billion, 174 outbound investment projects signed in 2023, with Chinese contractual investments worth USD 1.26 billion

*As of 2022 **As of the end of 2023

China International Fair for Investment & Trade (CIFIT), hosted by MOFCOM, is dedicated to establishing three key platforms for bilateral investment promotion, authoritative information release and investment trend discussion. Over the years, the CIFIT has developed into one of the world's most influential international investment events and is also the largest investment-focused exhibition globally, certified by the Global Association of the Exhibition Industry (UFI).



Invitation Letter for the 24th CIFIT
Image source: Invitation Letter for the 24th CIFIT (English Version)



Learn more

URL: <https://www.chinafair.org.cn/CifitSystem/index/#/Material/MaterialFile/MaterialFileData?name=资料下载&id=327&title=第二十四届投洽会邀请函（英文版）>

CIFIT



The 24th CIFIT was held in Xiamen from September 8 to 11, 2024. During the event, SRCC participated in, supported, and hosted relevant activities.

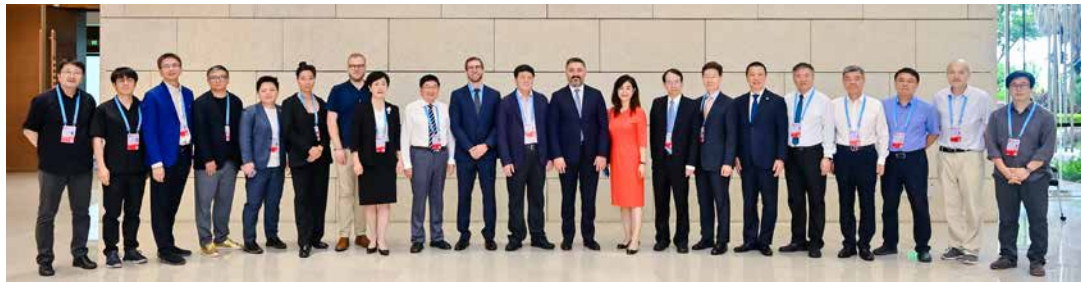
Global Investment Dialogue: The Fourth Industrial Revolution and Smart City

Smart cities are key platforms for intelligent industries of the Fourth Industrial Revolution, playing a crucial role in addressing urbanization challenges and achieving sustainable urban development. On September 8, ITPO Beijing, China hosted the "Global Investment Dialogue: The Fourth Industrial Revolution and Smart City". Speakers included Luomei SHU, Director of Division of ITPOs and Institutional Partnerships at UNIDO; Ismail ERSAHIN, CEO & Executive Director of the World Association of Investment Promotion Agencies (WAIPA); Jiangang WEI, Member of the National Committee of the Chinese People's Political Consultative Conference (CPPCC) and President of Fujian University of Technology; Shizhong HUANG, Vice Chairman of the Xiamen Committee of the CPPCC, among others.

Building smart cities is a critical step toward achieving the United Nations' SDGs by 2030. The event included a roundtable discussion on the impact of AI and ESG on smart cities, along with a case-sharing session, with Maengho SHIN, Head of ITPO Korea, and other experts sharing lessons learned in smart city development.



Learn more



On September 7, the "22nd Annual Event of the Federation of Investment Promotion Agencies" was organized by CCIIP in cooperation with UNCTAD, UNIDO, and WAIPA, and gathered around 200 representatives. Under the theme "New Development Concepts, New Industrial Clusters, and New Investment Promotion Approaches", representatives engaged in discussions on business transformation strategies for industries and enterprises, the consolidation and upgrading of industrial chains in key areas, and innovative investment promotion approaches.

On September 7, CCIIP and UNIDO co-hosted the "9th China International Green Innovation Development Conference", attended by around 300 representatives. The event, themed "Advancing Green and Low-carbon Innovation to Empower High-quality Development of New Quality Productivity", provided a platform for discussions on sustainable development.

On September 9, the Xiamen Municipal People's Government hosted the "2024 Supply Chain Cooperation and Innovation Conference". With the theme "Stronger Supply Chains for a Brighter Future", it focused on collaboration and innovation to foster stability and growth of global supply chain. Luomei SHU, Director of Division of ITPOs and Institutional Partnerships at UNIDO, represented UNIDO at the main forum and delivered speech.



On October 17, SRCC participated in the "Investment Promotion Tour: Exploring the 24th CIFIT Hotspot City Zhangzhou" hosted by the CIFIT Organizing Committee. SRCC visited industrial parks and enterprises, attended the Zhangzhou High-tech Zone Investment Promotion Seminar, and supported investment attraction and project matchmaking.



Learn more



Learn more



Learn more

Information Sharing and Capacity Building

Shared Technological Information to Foster Cooperation

- In 2024, SRCC provided 64 pieces of global investment and technology cooperation project information to its government partners. In August, SRCC invited the Investment Promotion Center of the Xiamen Municipal Bureau of Commerce to meet and discuss with Zixuan LI, Vice President of Business Development and Strategy for the Asia-Pacific Region at Oracle, a Fortune Global 500 company, at SRCC.

Supported Xiamen's Investment Promotion Capacity Building

- Since 2020, SRCC has continuously supported Xiamen's investment promotion capacity-building efforts by training nearly 250 local cadres. In November 2024, SRCC supported the Xiamen Municipal Bureau of Commerce's "Lecture of Business" and invited Wei WANG, Level II Research Fellow at the Development Research Center of the State Council, to lecture on the theme of "Accelerating High-quality Development in the Service Industry through Reform and Opening-up".

Regional Outreach

Beijing, Shanghai, Huzhou, Zhangzhou and Quanzhou

- On November 29, SRCC hosted the "UN Procurement and Market Opportunities" Seminar in Xiamen, with support from the China Council for the Promotion of International Trade (CCPIT) Xiamen Committee and the International Public Procurement Data Platform. Local government agencies and industry partners such as the Timor-Leste Economic and Trade Center of the Beijing Municipal Bureau of Commerce, CCPIT Huzhou, Huzhou International Chamber of Commerce, and Zhangzhou (Xiamen) Investment Promotion Office, as well as representatives from SMEs in Shanghai, Zhangzhou, Quanzhou, and other regions of Fujian.
- SRCC invited a UN procurement expert to provide insights into the current landscape and potential opportunities in the UN procurement market, which reached USD 24.9 billion in 2023. As a key component of the International Public Procurement Market, UN procurement offers enterprises a new pathway to expand into global markets. During the event, the procurement expert provided guidance on accessing international public procurement opportunities, offering practical advice for enterprises and assisting them in completing their registration as UN procurement suppliers.

Local Story: Building Platforms to Foster Multi-stakeholder Cooperation

As one of the co-hosts of CIFIT, UNIDO provides a platform for different countries and regions to display and communicate by setting up the UNIDO booth, promoting roadshows, and organizing forums. At the 2024 CIFIT, SRCC continued to support the setup of the UNIDO booth, highlighting advanced technologies in digital and "green" transformation. More than 20 enterprises and institutions demonstrated their innovations and practices in areas such as Smart Agrifood, Smart Manufacturing, Smart Energy, Smart Circular Economy, Smart Mobility, and Smart Talent.

Voices from Enterprises

- Xi'an 1908 New Energy Technology Co., Ltd. (1908 New Energy) demonstrated its hydrogen large-scale solid-state storage and transportation & application technology, along with a live demonstration of its 100W portable hydrogen power supply product. Through its participation in the exhibition, 1908 New Energy expanded its network of cooperation partners and invited investment institutions to visit its project implementation sites.
- Henan Haiqi Environmental Protection Technology Co., Ltd. (Haiqi) exhibited its renewable energy biomass negative emissions technology. As a result of its participation, Haiqi established 15 new partnerships. The company emphasized that the model display and roadshow at the UNIDO exhibition booth allowed visitors to gain a direct understanding of its products. With the support of ITPO Beijing, China, Haiqi plans to further expand its presence in international markets.

Local Promotion

- ITPO Beijing, China invited and supported Beijing, Chengdu, Hangzhou and Jinan in hosting government promotion events at the UNIDO booth, facilitating engagement with industry professionals on-site.

WWH

- ITPO Beijing, China Promoted the WWH held in Ethiopia in November. One of the exhibitors, Beijing Huatian Catering Holdings Group Co., Ltd., showcased its solution for Zero Hunger: the "38-Bite Action Plan". During the exhibition, ITPO Beijing, China assisted Huatian in connecting with multiple industry partners, including the project focusing on frozen fresh lock technology.



Learn more



Over 90% of enterprises stated that participating in the exhibition contributed to expanding their actual business opportunities

More than 80% of enterprises expressed their willingness to continue participating in similar platforms in the future



WRCC

On November 11, 2020, UNIDO ITPO Beijing, China | WRCC was officially established. WRCC is dedicated to enhancing the international competitiveness of Sichuan Province and the broader western region, while promoting regional industrial upgrading.

The Chengdu-Chongqing region is a key hub for population, urbanization, and industrial clusters. WRCC supports the Chengdu-Chongqing Economic Circle, leveraging global resources to introduce cutting-edge technologies and capital, positioning the region as a model for innovation, green development, and openness.

City Overview

City Area	14,335 square kilometers
Permanent Population	21,403,000*
Geographical Advantage	A key economic and cultural center and a major transportation hub in Western China, one of the starting points of the China Railway Express, and a strategic gateway to South Asia and Southeast Asia
Industrial Strengths	Strong industrial foundation in sectors: Electronic Information (including software), Automobile Manufacturing, Food & Beverage, Equipment Manufacturing, Biomedicine, Aerospace, Rail Transportation, Energy Conservation & Environmental Protection, New Materials, and New Energy
Industrial Development Goals	Establish a modern and open industrial system; advance high-value-added industries such as Integrated Circuits, New-Generation Displays, and Innovative Pharmaceuticals; and expand future industries, including Frontier Biotechnology, Future Transportation, and Green Energy
Economic Indicators	Chengdu's GDP in 2024: RMB 2,351.13 billion, and the total foreign trade import & export value: RMB 839 billion; Chengdu's FDI in 2023: USD 2.29 billion

*As of the end of 2023

Key Achievements

Investment and Technology Matchmaking, Cooperation, and Implementation

Organized Investment Promotion Activities

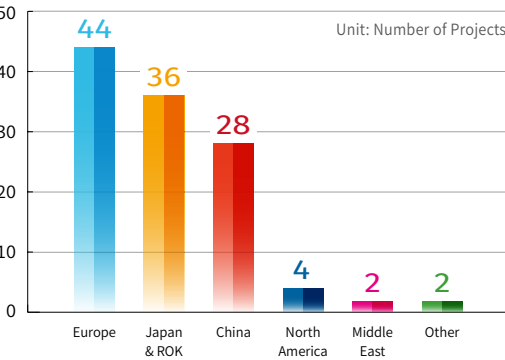
WRCC held 14 investment promotion events throughout the year, injecting new momentum into economic growth and international cooperation.

WRCC Key Investment Promotion Events in 2024	
Event Name	WRCC Activities and Outcomes
The 3 rd Chengdu-Chongqing Economic Circle Global Investment Promotion Conference	Invited KKR, Ford Motor, and the Republic of Korea (ROK)'s SK Group to participate and connect, expanding new China-foreign industrial cooperation opportunities in the Chengdu-Chongqing region
China (Sichuan)-Finland Science, Technology and Trade Matchmaking Conference	Invited Nordic Congress of Ophthalmology (NOK) from Finland for business matchmaking; and facilitated initial agreements with local hospitals in Chengdu on expert recruitment, international technology projects, and R&D cooperation
Opening Chengdu Business Matching Conference (in ROK/ Japan)	Invited Korea International Trade Association (KITA), D.camp Accelerator, CESA, and RED [®] TOKYO TOWER to participate, supporting the development of China-ROK and China-Japan demonstration industrial parks in Chengdu
2024 World Expo on Digital Agriculture (WEDA)	Invited CNH Industrial, JingClouds, and other enterprises to exhibit and engage with nearly 200 Smart Agrifood companies
Intellectual Property Empowerment for Global Expansion of Biopharmaceuticals Innovation Protection and Business Matchmaking Conference	Invited China Chamber of Commerce of Medicines & Health Products Importers & Exporters, Catalonia Trade & Investment's Office in Beijing, Chia Tai Tianqing Pharmaceutical (CTTQ), Simcere Pharmaceutical, and Betta Pharmaceuticals, among others, for business matchmaking
"Opportunity Empowerment, Open Sharing" Chengdu High-tech Zone International Cooperation Matchmaking Event	Facilitated matchmaking with Japanese enterprises, and promoted exchanges between Chengdu High-tech Zone's cultural and creative industries and Japan's advanced expertise

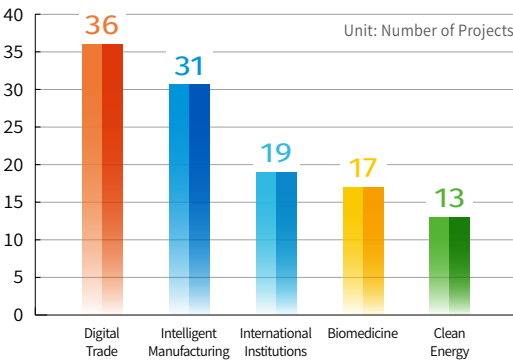
Investment and Technology Information Sharing

- In 2024, WRCC provided a total of 88 international cooperation project updates and 28 domestic cooperation project updates to governments and enterprises in the Chengdu-Chongqing region. WRCC played an active role in coordination and service facilitation, driving technology transfer and industrial investment implementation.

WRCC Project Information Sharing Overview (by Region)



WRCC Project Information Sharing Overview (by Sector)



- Digital Trade:** Facilitated preliminary cooperation agreements between Chengdu-Chongqing enterprises and noah., Xylos, Xsolveit Belgium, and CESA.
- Intelligent Manufacturing:** Enabled RK Rose+Krieger GmbH, Modern Auto, etc. to establish production facilities or sales centers in Chengdu. Currently, 5 projects are under development.

Expanding the Partnership Ecosystem

- WRCC expands partnerships by strengthening connections and collaboration between the Chengdu-Chongqing region and domestic and international stakeholders, to drive regional industrial development.

New Partners of WRCC in 2024 (Partial List)



Visit to Japan and ROK: Exploring New Opportunities for East Asia Industrial Cooperation

In February, WRCC assisted the Chengdu Opening-up and International Cooperation Center in leading a government and business delegation to Japan and ROK, where they organized market expansion and business matchmaking activities.

ROK

A delegation led by the Deputy Secretary-General of the Chengdu Municipal Government met with Maengho SHIN, Head of ITPO Korea, and Xiangjun LI, Representative of D.Camp, to discuss investment promotion cooperation. The "Opening Chengdu Business Matching Conference (in ROK)" was held in Seoul, organized by the Chengdu Opening-up and International Cooperation Center and supported by WRCC. More than 20 ROK business and industry association representatives participated in business matchmaking sessions.



Japan

The delegation met with Ferda GELEGEN, Deputy Head of ITPO Tokyo, to discuss China-Japan technology cooperation and the expansion of technology services internationally. Chengdu digital trade enterprises visited RED TOKYO TOWER to study Japan's cutting-edge applications in animation, gaming, and film entertainment. The delegation met with the Computer Entertainment Supplier's Association (CESA) to explore cooperation.



Learn more

Regional Outreach

To expand influence and enhance coordination, WRCC stationed personnel in Chongqing in April 2024.

Built Partnerships

- From April to November, WRCC partnered with 17 government agencies and business associations in Chongqing, and established long-term cooperation with more than 10 local enterprises.

Facilitated Investment and Technology Cooperation

- Recommended Zhejiang Phenomenal Technology Co., Ltd. to key districts and counties in Chongqing, and recommended and supported 2 companies in applying for the latest round of ACC admissions.
- Recommended 6 enterprises for UN procurement bidding projects and overseas investment opportunities.

Supported or Participated in Investment Promotion Activities

- From November 4 to 8, the Trade Development Bureau of the Ministry of Commerce of PRC and Chongqing Municipal Commission of Commerce hosted the "China Commodities Expo-Nigeria 2024 & Chongqing Trade With World: Chongqing Export Commodity Exhibition (CECE) in Nigeria". The "China (Chongqing)-Nigeria Corporate Matchmaking Conference" was also held where WRCC invited representatives from ITPO Nigeria to participate in discussions.
- Participated in trade and economic events: Western China International Fair for Investment and Trade (WCIFIT), Chongqing Food and Agricultural Products Processing High-quality Development Industrial Ecosystem Conference, and a series of country-specific matchmaking events.

During "the 6th WCIFIT: Domestic Session of Global Sourcing and Matchmaking Conference", WRCC facilitated investment and technology matchmaking, engaging in business matchmaking sessions with 67 institutions and enterprises from around the world.



Local Story: Chengdu-Europe Cooperation

Chengdu and Chengdu High-tech Zone have established extensive and active cooperation with Europe. Their advantages lie in the dense networks of China Railway Express and international flight routes, enabling highly efficient logistics and expanding trade volumes. On the other hand, local governments continue to build platforms for exchange, attracting numerous European and Chinese enterprises to engage in collaboration, thereby enhancing regional economic development and internationalization. Building on these foundations, WRCC contributes to strengthening Chengdu-Europe cooperation.

Supported the Development of the International Exchange Hub of Business & Innovation Centre for China-Europe Cooperation (CCEC)

WRCC is based in the CCEC, a platform launched in 2017 by the Chengdu Municipal Government, the European Commission, the Ministry of Commerce of PRC, and the Ministry of Science and Technology of PRC. It is the first China-Europe strategic collaboration platform initiated by the local government with support from Ministries and Commissions, directly under the State Council and the European Commission and serves as a "Belt and Road Initiative" exchange hub for Sichuan Province and Chengdu. Leveraging its presence at the CCEC, WRCC collaborates with local partners to regularly host China-Europe exchange events, to empower Chengdu's cooperation with Europe and improve its effectiveness.

Assisted in Building a "China-Europe Connectivity Bridge"

WRCC plays a bridging role in fostering broader Chengdu-Europe and China-Europe bilateral exchanges and cooperation. In 2024, high-level business delegations from Germany and Belgium engaged in matchmaking sessions with government and business representatives from Chengdu. WRCC facilitated the alignment of needs on both sides, establishing an exchange platform to attract foreign investment to Chengdu, support local enterprises in expanding overseas, and assist visiting European companies to find suitable Chinese partners.

"Investment Synergy, Connecting the World" Global Supply Chain and Investment Dialogue: China-Belgium Cooperation Matchmaking Conference in September

Approximately 150 representatives from specialized enterprises and institutions attended	Over 60 domestic and international enterprises were engaged
Media exposure reached over 10,000 views	More than 10 agreements were reached

In terms of overseas engagements, WRCC assisted various levels of Chengdu's government in official visits to European countries such as Spain, the Netherlands, Finland, and Switzerland, facilitating meetings with the WTO, Netherlands China Business Council, Dashmote, and Catalonia Trade & Investment.

Advanced the Development of the "European Investment Promotion Database"

WRCC provided 44 Europe-related cooperation project updates to various levels of Chengdu's government, featuring enterprises and international organizations such as the Swiss ABB Group, the Belgian MOOV Logistics, Slush, and Dashmote, contributing to the development of Chengdu's "European Investment Promotion Database".



NRCC

On December 16, 2020, UNIDO ITPO Beijing, China | NRCC was officially established. NRCC is dedicated to enhancing the internationalization of Zhengzhou, Henan Province, and the urban clusters of the Central Plains, while supporting industrial upgrading and connectivity across Northern China.

City Overview

City Area	7,567.2 square kilometers
Permanent Population	13,008,000*
Geographical Advantage	One of China's 12 top-tier international comprehensive transportation hubs, with a 2-hour high-speed rail network covering 400 million people in China, and a 2-hour flight radius covering over 90% of China's population and market
Industrial Strengths	Focus on high-quality manufacturing development; establish the "1554" new industrial ecosystem; and prioritize the development of the electronic information industry
Industrial Development Goals	Five strategic emerging industries: New Energy and Intelligent Connected Vehicles, High-End Intelligent Equipment, New Materials, Biomedicine and High-Performance Medical Devices, and Green and Environmental Protection Industries; Four future industries: AI, Virtual Reality, Quantum Information, and Blockchain
Economic Indicators	GDP in 2024: RMB 1,453.21 billion, and the total import & export value: RMB 556.58 billion; Actual use of foreign capital in 2023: USD 240 million, and outbound investment in 2023: USD 520 million

*As of the end of 2023

Key Achievements

Investment and Technology Matchmaking, Cooperation, and Implementation

Empowered the Development of the Low-altitude Economy Industry

- NRCC actively participates in the development of the low-altitude economy within the Zhengzhou Airport Economy Zone (ZAEZ), to enhance the international competitiveness of local governments, investment promotion agencies and enterprises, support technological innovation and multi-stakeholder cooperation, and target the investment of manufacturing funds into the ZAEZ to promote the implementation of low-altitude economy projects.

Cooperation Case Study

Facilitated the "Aerotropolis Industrial Transfer Center" Project

In March, NRCC assisted the ZAEZ Port Administration in connecting with the China International Council for the Promotion of Multinational Corporations and Global Talent Group, visiting the Russian Academy of Engineering, negotiating on the introduction of the Global Talent Group Industrial Facility, establishing the Aerotropolis Industrial Transfer Center, supporting the facilitation of the transfer and commercialization of technological innovations and the collaboration on building a low-altitude economy industrial park.

Facilitated Cooperation between Shenzhen Electric Aviation Industry Research Institute and the ZAEZ

In May, NRCC connected ZAEZ with the Shenzhen Electric Aviation Industry Research Institute, assisted the ZAEZ in focusing on eVTOL as a key development area, and supported the establishment of a low-altitude economy headquarters hub and a digital intelligent manufacturing facility.

Supported the Implementation of Multiple ShenSi Lab Collaboration Projects in the ZAEZ

In July, Haitao TIAN, Director of the ZAEZ Administrative Committee, met with Jun YANG, Academician of the Canadian Academy of Engineering, Director of ShenSi Lab at the Shenzhen Institute for Advanced Study, UESTC, and Head of the Chengdu Industrial Artificial Intelligence Innovation Institute, and signed a strategic cooperation agreement to jointly develop a low-altitude economy industrial park.

Supported the Implementation of "S-Tron China" in Zhengzhou

NRCC facilitated Zhengzhou's collaboration with "S-Tron China", a tech innovation event, to increase the city's innovation vibrancy.

- Slush, originally from Finland, is a tech innovation platform that hosts tech innovation conferences in dynamic entrepreneurial cities worldwide. "S-Tron China" is the exclusive tech innovation event brand in China authorized by Slush.

Facilitated the Establishment of a Digital Economy Talent Development Facility

In January, NRCC facilitated preliminary cooperation between Tencent Cloud's educational product ecosystem enterprises and the ZAEZ on establishing a digital economy talent development facility. This initiative aims to support talent cultivation and industrial development of Zhengzhou's digital economy.

Connected with Shanghai Tech Innovation Partners

In January, NRCC accompanied the ZAEZ Administrative Committee on an exchange visit to Shanghai, meeting with Shanghai Technology Exchange, "S-Tron China", Dr.Technology, Shanghai-FANUC, Strategy Holdings China, Shanghai Luoman Technologies Inc., and SAYWA, etc., to provide collaboration opportunities for industrial upgrading and technological innovation in the ZAEZ.

Action-oriented Research and Consulting Services

Provided advisory support for drafting the provisional management measures for overseas representative offices

To support the ZAEZ in establishing economic and trade cooperation platforms with key countries and regions, NRCC provided advisory services to set up overseas representative offices and helps the ZAEZ in gradually building an international investment and trade promotion network.

Overseas Project Matchmaking and Investment Promotion Activities

Egypt, Tanzania, and South Africa

From February 27 to March 11, NRCC, along with a Henan provincial delegation, conducted nearly 30 meetings and research activities during visits to Egypt, Tanzania, and South Africa.

- Visited the Egyptian National Research Centre, Cairo Governorate, Egypt-China Friendship Association, and the American University in Cairo to explore vocational education cooperation and agricultural technology partnerships.
- Held discussions with the Tanzania Investment Centre and Mwanza Regional Government on key industries and investment policies; Follow-up plans include virtual meetings between Henan enterprises and Tanzanian authorities, and a Henan business delegation visit to Tanzania.
- Promoted initiatives such as "South Africa Zhangheng School", "South Africa Dayu School", and the "South African Prominent Young Leader Training Programme"; visited local manufacturers and conducted field research on port logistics, customs clearance, and bonded warehousing operations.

Austria

Economics of the City of Vienna visited Zhengzhou and met with Kai WANG, Deputy Secretary of Henan Provincial Committee of the Communist Party of China (CPC) and Governor of Henan Province, and Xiong HE, Deputy Secretary of Zhengzhou Municipal Committee of the CPC and Mayor of Zhengzhou. During the visit, the delegation attended the "Zhengzhou Municipal People's Government – Austrian Business Delegation Economic and Trade Matchmaking Conference".

Finland

In July, NRCC facilitated a Finnish delegation's visit to Zhengzhou, including Sam LEIJONANMIELI, Mayor of Vimpeli, and Peter VESTERBACKA, Founder of Slush and Angry Birds. Zhifeng MA, Deputy Mayor of Zhengzhou, met with the delegation. The delegation explored partnerships in areas such as the Nordic Ophthalmology Research Center, education, and cultural tourism projects.

Chile, Cuba, and Panama

In November, NRCC assisted a Henan provincial delegation in visiting Chile, Cuba, and Panama. The delegation met with the President of the Chilean Tarapacá Region for discussions on Henan's "Belt and Road Initiative" cooperation and its alignment with Chile's Transoceanic Corridor Strategy—the "Bi-Oceanic Corridor" project. The delegation held meetings with the Asamblea Nacional del Poder Popular (ANPP) and the Havana Provincial Government, and the Cuban Ministry of Science, Technology and Environment (CITMA).

- Facilitated cooperation between Henan Pingmei Longji and Chile's Tarapacá Region in the construction of photovoltaic power stations and the import-export of photovoltaic equipment.
- Visited Chilean mining companies SPL and Ounuo.
- Assisted in business matchmaking for Chinese brands like Sanquan and Synear.

Regional Outreach

Henan Association of Enterprises with Foreign Investment Exchange Conference

In January, NRCC participated in the Henan Association of Enterprises with Foreign Investment Exchange Conference, where it engaged with the Henan Liaison Unit of the HKSAR Government, the Foreign Investment Division of the Department of Commerce of Henan Province, and the CCPIT Henan Provincial Committee, to promote investment and technology facilitation efforts across the province.

Opening Ceremony of the Chartered Institute of Logistics and Transport (CILT) International Convention 2024 & Meeting on Sustainable Developments of Global Supply Chains

In March, NRCC collaborated with the China Communications and Transportation Association on the "Top 50 Global Freight Companies" evaluation. In June, NRCC attended the "CILT International Convention 2024 & Meeting on Sustainable Developments of Global Supply Chains", meeting with Chief Teete OWUSU-NORTEY, CILT International President, and Ensen WANG, President of CILT China to plan a visit for the Top 50 Global Freight Companies to ZAEZ.



Local Story: "Negative Carbon" Footprint



Haiqi is a leading enterprise in the green circular economy, specializing in low-carbon, zero-carbon, and negative-carbon renewable energy technologies. The company has established over 2,000 green renewable energy projects worldwide, helping energy-consuming enterprises reduce costs, lower carbon emissions, and contribute to global sustainable development.

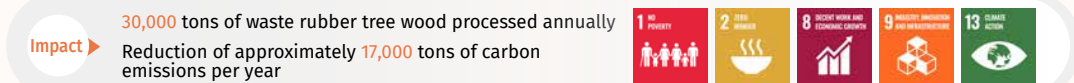
In 2021, NRCC established a partnership with Haiqi. In November 2023, Haiqi joined the UNIDO Fourth Industrial Revolution Alliance. NRCC supported Haiqi in connecting with renewable energy experts, facilitating technological advancements in biomass renewable energy negative emissions technologies, assisted Haiqi in engaging with international clients, promoting the global adoption of its energy solutions. Currently, Haiqi has launched 3 negative-carbon projects in Malaysia, Portugal, and Brazil.

Biomass negative emissions technology is one of the most effective solutions for addressing climate change, utilizing biochar to permanently sequester carbon dioxide. Currently, this technology is still in its early application stage, but it offers high economic added value and has a higher technical threshold compared to wind and solar energy. Moreover, biochar has significant economic utility and can be used in various circular economy applications, including soil improvement, feed additives, cement additives (negative-carbon cement), and steel reduction agents.

Malaysia Project

Malaysia is one of Asia's largest rubber-producing regions, where rubber trees need to be replanted every 25 years, generating a significant amount of waste rubber tree wood. Currently, waste rubber tree wood is primarily disposed of through combustion, with each ton of wood burning releasing 2.3 tons of CO₂ emissions. Annually, approximately 250,000 tons of waste rubber tree wood are burned, resulting in 575,000 tons of carbon emissions.

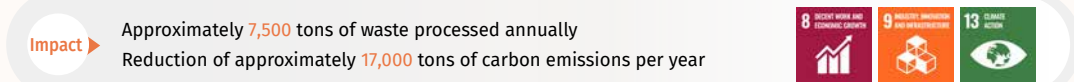
Solution: Convert waste rubber tree wood into high-quality biochar; use the produced organic fertilizer for cultivating premium fruits and vegetables, which enhances soil fertility and aeration and mitigates soil erosion and water loss; and contribute to climate change mitigation and carbon reduction efforts in Asia.



Portugal Project

The Portugal project is located in the primary forests of Porto. In coastal areas, trees felled by typhoons often become deadwood, which poses a high fire risk during summer, leading to significant economic losses and increased carbon emissions.

Solution: Locally process collected waste wood, convert it into biochar for soil improvement; and utilize the resulting negative-carbon carbon sinks to actively address climate change challenges in Europe.



Brazil Project

The Brazil project is located in Teresina, a coastal city in southern Brazil. Local factories primarily use palm leaves as raw materials, generating 200,000 tons of palm leaf waste annually. The long-term accumulation of this waste poses a fire hazard and contributes to greenhouse gas emissions.

Solution: On-site processing of factory waste, convert it into biochar for soil improvement; generate green electricity from the processed waste to power local data centers, thereby reducing their carbon footprint; and utilize negative-carbon carbon sinks to support climate change mitigation efforts across the Americas.





UNIDO Fourth Industrial Revolution Accelerator (Hangzhou)

On April 18, 2024, the UNIDO Fourth Industrial Revolution Accelerator (Hangzhou) (ACC) of UNIDO ITPO Beijing, China was officially established. The accelerator is dedicated to discovering, identifying, and evaluating Advanced Digital Production technologies and green transformation solutions, to establish an innovative pilot programme under the "SCALE-UP" framework, an ecosystem designed to Strengthen Capacity, Accelerate and Lead the Ecosystem for Upward Investment.

City Overview	
City Area	16,850 square kilometers*
Permanent Population	12,522,000**
Geographical Advantage	Centered in Hangzhou, with a 1.5-hour transportation radius covering major cities in the Yangtze River Delta. As of the end of 2024, Hangzhou Xiaoshan International Airport (HGH) operates 46 international and regional flight routes
Industrial Strengths	Five key industrial ecosystems: Intelligent IoT, Biomedicine, High-End Equipment, New Materials, and Green Energy
Industrial Development Goals	Five pillar industries: optimizing development in Culture, Tourism & Leisure, Financial Services, Life and Health, and High-End Equipment; three leading industries: accelerating growth in AI, Cloud Computing & Big Data, and Information Software
Economic Indicators	GDP in 2024: RMB 2,186 billion, and total import & export value: RMB 854.9 billion; Actual use of foreign capital in 2023: USD 8.83 billion, and total outbound investment in 2023: USD 9.9 billion

*As of June 2024 **As of the end of 2023

Key Achievements

Main Outcomes

Hosted **13** delegations, including **7** domestic and **6** international delegations

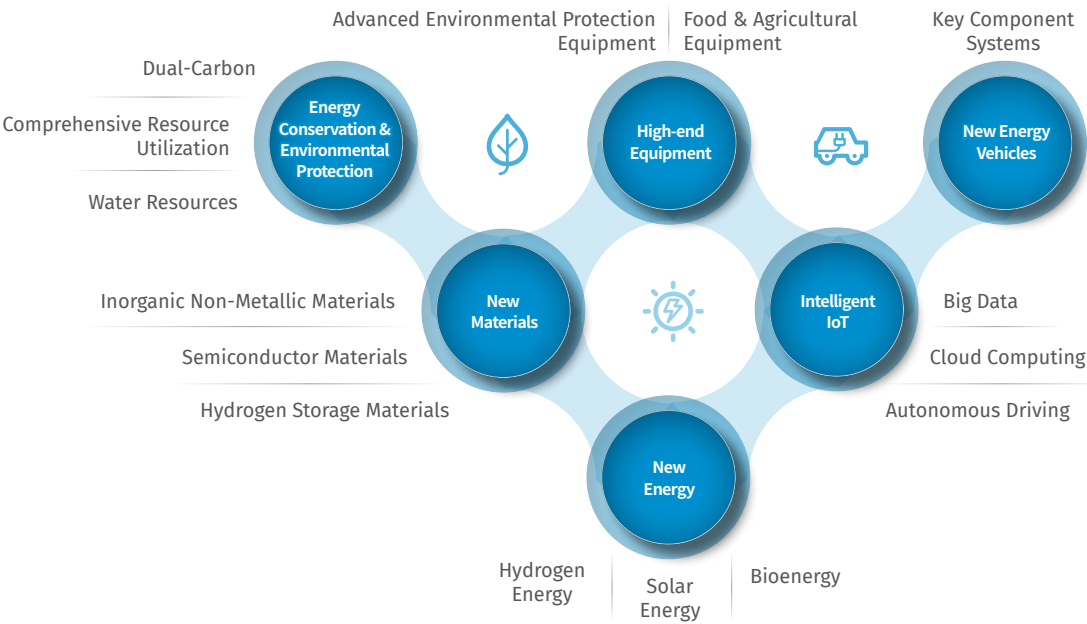
Showcased **43** technologies, with **15** new projects expected to be introduced by year-end

Organized multiple training sessions covering topics such as investment promotion, new energy vehicles, industrial development, and global governance. Over **50%** of participants were young professionals, and nearly **50%** of participants were women

Held **5** industry-specific matchmaking events, involving Germany, Mexico, Belgium, and the countries along the "Belt and Road"

Provided services to over **200** enterprises, with **76%** being SMEs

Technology Showcase – Industry Distribution



Participation in the UNIDO Global Call 2024 Award Ceremony with Prize-winning Enterprises

The global food system continues to face severe challenges, with approximately **780** million people still experiencing hunger, while at the same time, **one-third** of all food is wasted. To address this issue, ITPO Korea spearheaded the "UNIDO Global Call 2024" (GC 2024) under the theme "FOODTECH Innovation and ISID: Nourishing the Future".

As a nominated enterprise by ITPO Beijing, China, Solar Run won second prize in the Distribution & Delivery category of GC 2024. In November, the ACC and WRCC accompanied Solar Run to Seoul, ROK, to attend the "GC 2024 Award Ceremony". Solar Run developed a "Solar DC Refrigeration System", which provides a scalable technological solution to food storage, loss and waste challenges in power-scarce regions.

The **World FoodTech Expo 2024**, themed "FoodTech for a Better Future", was held concurrently. During the event, the UNIDO exhibition booth showcased GC 2024 winning projects, and the ACC and WRCC engaged with international attendees and facilitated business matchmaking between Solar Run and foreign enterprises.



Learn more



Digital Technology Leveraged to Build an Inclusive and Sustainable Innovation Ecosystem

Amid a new wave of technological revolution, Zhejiang Province harnesses the power of the digital economy as the key to driving comprehensive industrial and societal transformation. In 2023, the digital economy accounted for over **50%** of Zhejiang's GDP, and its industrial digitalization index ranked first in China for three consecutive years.

Innovation is a systematic process. The ACC fosters collaborative innovation and integrated development among various stakeholders and resources. The ACC helps businesses adopt the **latest global digital technologies and sustainable solutions** by providing training, seminars, consulting, and knowledge-sharing programmes to enhance corporate innovation capacity and strengthen mitigation abilities against risks. It facilitates exhibitions, project roadshows, and business matchmaking to leverage its role as a platform connecting supply and demand, accelerating the commercialization of digital innovation and promoting technology diffusion. It also focuses on women, youth, and SMEs in supporting them to overcome the challenges of digital technologies and seize emerging opportunities.

Activating Innovation "Cells" to Strengthen Global Risk Resilience

To help innovation stakeholders leverage Fourth Industrial Revolution technologies and explore innovation pathways, the ACC launched the **"Global Power of Innovation"**, featuring internationally renowned scholars, business champions, and investment leaders to share the latest technological breakthroughs and industry trends. The first session, held in June 2024, featured Bai GAO, a tenured professor in the Department of Sociology at Duke University. He discussed industrial policies and the development trajectory of the global and domestic new energy vehicle industry in the context of the Fourth Industrial Revolution. The ACC also supports training and seminars on topics such as HarmonyOS technology, foreign investment opportunities, and intellectual property legal risks, helping enterprises enhance their research and innovation resilience and strengthen their international competitiveness.



Innovation Diffusion

The ACC identifies and promotes both market-viable and technologically feasible innovative solutions and facilitates linkages between technology supply and demand to enhance resource complementarity. In 2024, the ACC exhibition hall showcased **22** cutting-edge technology projects spanning Smart Agrifood, Smart Manufacturing, Smart Energy, and Smart Circular Economy. The ACC supports these projects through roadshows, shared office spaces, and access to local and international resources. The ACC collaborates with digital economy enterprises, including Alibaba Cloud, Geega, PingPong, MolarData Intelligence, Zhiyi Tech, and Pyvio. The ACC facilitates business matchmaking between these enterprises and entrepreneurs, institutional investors, and government representatives from China, Germany, Belgium, Nigeria, Uzbekistan, Mexico, and the countries along the "Belt and Road". By promoting capital investment and cross-border cooperation, the ACC supports startups and innovation projects integrate into the global value chain.



International Investment and Technology Matchmaking Exchange

From June to August, the ACC and SRCC jointly organized the **"International Investment and Technology Matchmaking Exchange"** series, which was country-focused and leveraged regional coordination capabilities to help Chinese enterprises tailor their overseas expansion strategies.

Mexico

Hangzhou Session

- Invited **11** Mexican representative organizations to share practical insights and experiences
- Provided consulting services to **25** enterprises seeking to expand into the Mexican market

Xiamen Session

- Nearly **200** representatives attended
- Established an investment services segment to help interested companies reduce information asymmetry

Countries along the "Belt and Road"

Organized Chinese enterprises from AI, digital payments, and high-end equipment to share innovation experiences; hosted representatives from **9** countries, including Gambia, Kenya, Rwanda, and the Solomon Islands to introduce development needs and visit the ACC.



The Republic of Uzbekistan

A high-level delegation from Uzbekistan, led by Aziz ABDUKHAKIMOV, Minister of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan, consisted of Uzbek government officials and private sector entrepreneurs, visited the ACC and explored innovative technology projects and expressed interest in green technologies and sustainable solutions.



Future Power

The digital technologies of the Fourth Industrial Revolution are creating new opportunities for women, youth, and SMEs in growth, employment and entrepreneurship. These groups are poised to become key drivers of sustainable innovation. The ACC provides tailored services and support to help them contribute to the development of key industries and innovation ecosystems.

By the end of 2024, over half of the ACC exhibition hall enterprises were SMEs. Through capacity-building, industry promotion, and matchmaking events, the ACC has provided services to **173 SMEs**, including **36 women-led enterprises**, supporting them in integrating their products, technologies, talent, corporate culture, and management models into global value chains to enhance their international competitiveness.

In 2024, the ACC conducted face-to-face exchanges with more than **80** student representatives from Zhejiang University, Communication University of Zhejiang, Zhejiang Normal University, Shandong University, and Northwestern Polytechnical University. These discussions aimed to enhance students' awareness and capabilities in topics such as industry development trends, international governance, and future leadership. During the Youth Dialogue on **"Youth Engagement in International Organizations and Global Governance"** held in November 2024, the ACC organized a **Model United Nations workshop** on the topic of "Enhancing International Cooperation on AI Capacity Building". More than **50** students participated in creating event posters and engaging in interactive discussions.



Impact Stories

ITPO Beijing, China has been advancing UNIDO's three key priorities: clean energy and climate action, ending hunger, and sustainable supply chains. To support these priorities, ITPO Beijing, China has organized a series of seminars, training sessions, forums, initiatives, technology roadshows, and project matchmaking events.

1 Clean Energy and Climate Action

Energy is at the core of addressing the dual challenge of "leaving no one behind" and "protecting the planet". Clean energy is the key solution to tackling energy issues. In the case of climate change, clean energy plays a pivotal role in reducing emissions while providing access to reliable electricity for underserved communities.

From 2020 to 2024, ITPO Beijing, China has continuously promoted global clean energy technologies. Leveraging its leadership role in GC 2023, ITPO Beijing, China has further accelerated innovation-driven climate action.

Impact Report: Facilitating Implementation

NRCC assisted with business matchmaking and consulting services, supporting Haiqi's biomass pyrolysis multi-product carbonization projects to land in Malaysia, Portugal, and Brazil, aiming to enhance local renewable energy utilization rates

WRCC facilitated Chengdu-based energy storage company Tecloman in establishing its German office in Munich's industrial cluster

WRCC recommended 22 energy projects to the Chengdu municipal government, including FujiClean, MCM Holdings, and ACWA Power. Several of these projects are currently in negotiation and matchmaking

The **ACC** assisted the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan in connecting with multiple clean energy technologies, including artificial water purification integrated manufacturing equipment, ultra-thin heating materials, solar home systems, and new energy vehicle engines

Sustainability: The GC Effect

The UNIDO ITP Network launched the "UNIDO Global Call" in 2020 as an annual flagship initiative aimed at tackling climate change, promoting post-pandemic economic reconstruction, and fostering green recovery.

In 2023, ITPO Beijing, China spearheaded GC 2023 under the theme "Clean and Smart Energy for Inclusive and Sustainable Industrial Development". The event featured three categories: green hydrogen, energy efficiency, and clean energy innovation. The initiative received 315 solutions from 60 countries worldwide, with 88.5% of submissions coming from developing countries, of which 40 solutions were awarded across the three categories.

In 2024, ITPO Beijing, China continued to leverage the influence of GC 2023, providing a platform dedicated to showcasing, conducting roadshows and facilitating matchmaking for sustainable development technology solutions. Through this, it persistently empowered enterprises and propelled the actual implementation of these solutions.

- Leveraging the ACC platform, 9 award-winning solutions were showcased in the "Smart Energy" exhibition area, with support provided for project matchmaking.



- Brought award-winning solutions to Africa, attended the **UNEA** in Kenya, and organized enterprises to participate in the "China-Nigeria Industry Matchmaking Meeting" in Nigeria.



- Developed a brochure of award-winning solutions to support technology dissemination, including the UNIDO Global Call 2023 Technology Overview, the *UNIDO Fourth Industrial Revolution Accelerator Solutions Overview*, and the *UNIDO Global Call 2023 Research Report*.



- Established the SOP for UNIDO Global Call, and shared it as a public goods.



Impact: Partner Initiative

January 26, 2024, marks the first-ever International Day of Clean Energy, established by a UN General Assembly resolution to raise awareness and drive action toward a fair and inclusive transition to clean energy for the benefit of humanity and the planet. In support of this, ITPO Beijing, China launched a partner initiative to build consensus and accelerate technological innovation in the green and low-carbon sectors.

In October 2023, ITPO Beijing, China participated in the "2023 International Cooperation Conference on Sustainable Development" held in Jinan, attended by approximately 200 representatives from various sectors. The conference facilitated the signing of 5 projects with a total contract value of RMB 8.45 billion. In the meantime, the "2023 Shandong International Clean Energy Industry Expo" was held, where ITPO Beijing, China hosted an exhibition booth to provide a platform for roadshows, showcases, and networking, and engaged with partners from multiple clean energy sectors, including green hydrogen, wind and solar power, nuclear energy, and new energy vehicles, to reach initial cooperation agreements.



Learn more



During the 2024 CIFTIS, ITPO Beijing, China supported 10 partners, including the International Green Economy Association (IGE), in jointly launching the "Industry Net-zero Transition and Climate Resilience Partnership Initiative", and participated in the "Carbon-neutral Supply Chain Leadership Action", which aims to accelerate the global transition of industrial and supply chains to net-zero emissions and serve as a model in the field.

2 Zero Hunger

The FAO's report *The State of Food Security and Nutrition in the World 2024* highlights that food security and nutrition challenges remain severe. As of 2023, approximately **735** million people worldwide suffer from hunger, meaning one in every **11** people goes without sufficient food. It is indicated that around **2.33** billion people experience moderate or severe food insecurity, with over **864** million of them in a state of severe food insecurity. Additionally, **one-third** of all food produced globally is either lost or wasted before it reaches consumers.

Over the past 40 years, China has lifted **1** billion people out of extreme poverty, demonstrating how rural revitalization and modernization can effectively reduce poverty and improve food security and nutrition. This has provided valuable experience for the global fight against hunger and poverty. Based on China's experience and best practices in addressing food and nutrition challenges, ITPO Beijing, China collaborates with multiple stakeholders, from rural grassroots initiatives to global partnerships, to explore Zero Hunger solutions, ensuring that present and future generations have access to adequate food and nutritional well-being.

Industrial Support for Rural Revitalization



"UNIDO is the voice of the poorest in the international community."

— Gerd MÜLLER, Director General of UNIDO

In the wave of information technology development, leveraging digital technology to empower rural revitalization is key. Applying digital tools to empower vulnerable groups and drive industrial assistance for rural revitalization in China contribute significantly to global poverty reduction goals.

In 2021, ITPO Beijing, China and Tencent jointly launched empowerment training series "**The Fourth Industrial Revolution Technology Promotes Industrial Assistance and Rural Revitalization**". Aiming to enhance vocational education and equip youth and MSMEs with employment and re-employment skills, the training utilized innovative tools and methods to help participants cope with risks and challenges in the context of the digital divide and the COVID-19 pandemic.

With the support of China's National Development and Reform Commission and the local government of Lingshou County, Hebei Province, the first session of the initiative was held in Lingshou in May 2021. The training programme integrated Tencent's business resources to provide hundreds of local participants with hands-on experience in digital employment skills. The training featured two specialized sessions: "WeChat Digital Business Operations" and "Employment Skills Enhancement", with **5** instructors from different fields delivering courses. According to collected feedback surveys, over **90%** of participants found the training to be significantly helpful for their work and expressed an interest in attending similar capacity-building programmes in the future.



As a strong extension and deepening of this initiative, by the end of 2024, ITPO Beijing, China had expanded its efforts to **6** rural areas across China, where it conducted field research on poverty alleviation outcomes and rural revitalization efforts, held dialogues with local governments and enterprises, and jointly launched rural cultural and creative products to enhance self-sustaining rural industries. The initiative's impact spans Lingshou County in Hebei, Sishui County and Weishan Island in Jining, Shandong Province, Dege County in Ganzi Tibetan Autonomous Prefecture, Sichuan Province, as well as Yiwu and Lishui in Zhejiang Province.



Learn more -
Lingshou



Learn more -
Beijing

The initiative
directly
empowered
approximately
600 people

Partner Wisdom Shared to Promote Global Collaboration



China has achieved the poverty reduction target of *The 2030 Agenda for Sustainable Development* ahead of schedule, setting an example for global poverty reduction and hunger elimination efforts. In the critical fields of agriculture and food technology, ITPO Beijing, China is actively involved in building communication and cooperation platforms, aiming to accelerate the widespread dissemination and deep diffusion of innovative technologies, and to enable more countries and regions to benefit from China's experience and wisdom.

In 2023, during the ITPO Beijing, China delegation's visit to Germany, they jointly organized a discussion with ITPO Germany and several members of the German Bundestag on topics such as smart agriculture and food security. The delegation also visited Dietrich RASSOW, Director for Animal Health and Animal Welfare at the German Federal Ministry of Food and Agriculture, to explore opportunities for strengthening bilateral cooperation in agricultural products, particularly focusing on how Advanced Digital Production technologies can be leveraged to improve the efficiency and safety of agricultural production.

In 2024, ITPO Beijing, China set up a dedicated "Smart Agrifood" exhibition area at the ACC to showcase cutting-edge technologies and products in this field, accelerating project promotion and implementation. Zhejiang Phenomenal Technology demonstrated its ultra-high-speed frozen fresh-lock technology and equipment at the ACC, which has broad application scenarios in industries such as agriculture, aquaculture, food processing, and catering services. Currently, with the assistance of ITPO Beijing, China, the company is in discussions with local governments in China and multiple international investment institutions.



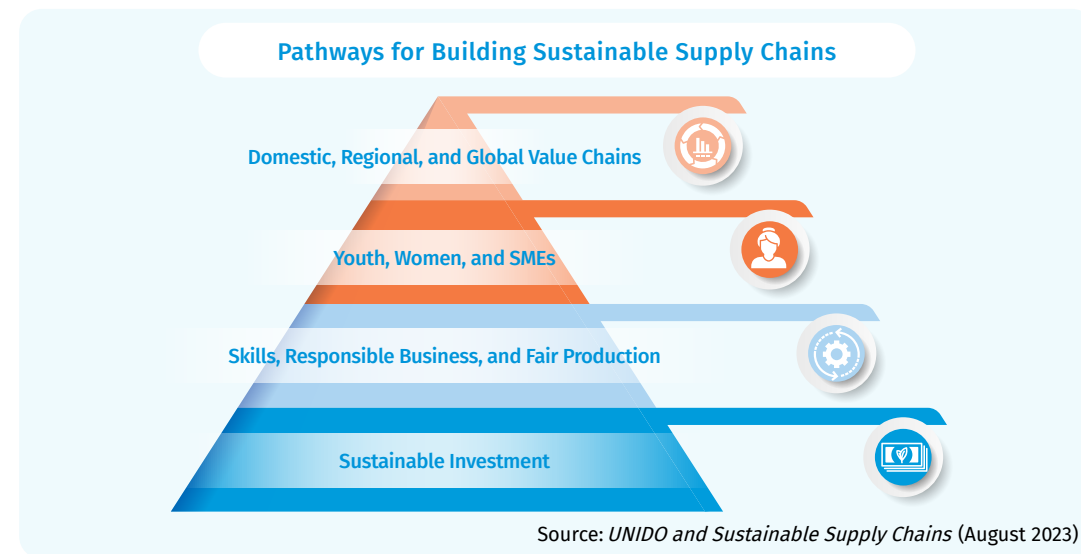
Chengdu, Sichuan Province, has been awarded the title of "City of Gastronomy" by UNESCO, and is home to many food technology enterprises. In June, ITPO Beijing, China, ITPO Korea, and the Chengdu Association for Science and Technology jointly organized the "**Kejinghui·Science and Technology Innovation Ecological Partnership Program**" - **FOODTECH Exchange Meeting & UNIDO Global Call 2024 Chengdu Regional Promotion Event**. The event attracted over 120 representatives from renowned enterprises and industry associations in the food technology field, and the Kejinghui Program. Among them, **5** representatives from Chinese food technology companies delivered live presentations, sharing their latest technological products. The event also featured a special presentation on GC 2024 by Maengho SHIN, Head of ITPO Korea.



Learn more

3 Sustainable Supply Chains

UNIDO promotes the integration of countries into their national, regional, and global value chains in a fair, just, environmentally sustainable, and economically inclusive manner. To achieve this goal, UNIDO empowers women, youth, and SMEs with the skills, technologies, and resources needed to participate in sustainable supply chains. At the same time, it optimizes sustainability standards and trade, creates a favorable business environment, and supports infrastructure development to unlock sustainable investment potential.



Women, Youth and SMEs

SMEs, a crucial pillar for global economy, making up about **90%** of global businesses, providing **60%-70%** of global employment and contributing **50%** of global GDP. Around **one-third** of SMEs globally are led by women, gradually becoming key drivers of economic growth, job creation, and sustainable development.

Global challenges like inflation and supply chain disruptions have severely impacted SMEs, especially those led by women and youth. Limited financing, digital exclusion, and gender barriers persist. UN Secretary-General António Guterres urges a supportive environment for SMEs to drive equality, better living standards, and sustainable supply chains. The Chinese government has bolstered women and youth entrepreneurs through policy reforms, funding, and market access, fostering economic resilience and inclusive growth.

Empowered SMEs

ITPO Beijing, China promotes exchange and cooperation among SMEs with a focus on technological innovation. As early as November 2020, at the "**Sino-German (European) SME Communication & Cooperation Conference**", ITPO Beijing, China leveraged its strengths and introduced advanced technologies, and assisted approximately **1,000** enterprises from countries including Germany, Austria, the UK, Finland, and the Netherlands in achieving in-depth online and offline connections.

In March 2023, ITPO Beijing, China, in collaboration with the China International Council for the Promotion of Multinational Corporations Growth Enterprise Development Committee (CICPMC-GEC), co-hosted the "**Seminar on Cooperative Development between Multinational Corporations and Growing Enterprises**" in Beijing, which explored areas of interest and concern for both Chinese and foreign enterprises.

The "**Global Power of Innovation**" launched in Hangzhou in June 2024 provided innovative solutions for SMEs to address the challenges of the Fourth Industrial Revolution by interpreting cutting-edge technologies, industry trends, and development strategies, and built a network for SMEs exchange.



Learn more

Cultivated Innovative Talent

Talent is the core of innovation. ITPO Beijing, China has initiated and supported multiple youth dialogues, talent innovation exchanges, and global competence development programmes, fostering new-generation talent for inclusive globalization. From 2021 to 2024, ITPO Beijing, China conducted **16** youth dialogues and training sessions in Beijing, Jinan, Hangzhou, and other locations, empowering approximately **750** individuals from over **30** universities and **20** countries and regions.

In October 2024, the "**2024 China-Europe Talent Forum**" was held in Beijing, bringing together over 240 guests, including Chinese and international leaders, representatives of international organizations, Nobel laureates, and business leaders. ITPO Beijing, China was invited to witness the launch ceremony of the "Meet Axis in Xicheng" China-Europe Youth Culture Project and the unveiling of "China-Europe Youth Talent's Home", supporting the development and empowerment of China-Europe youth talent.

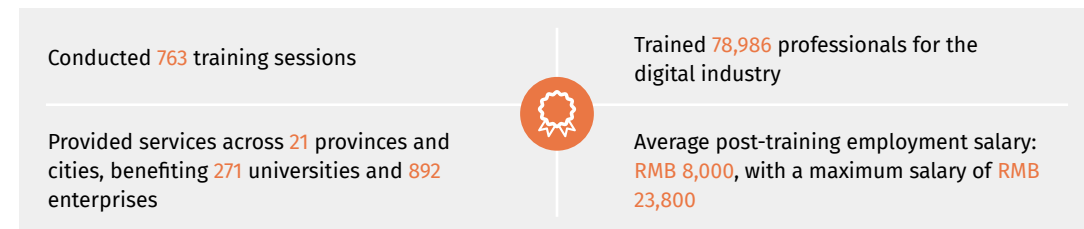


Cooperation in vocational and technical education in developing countries drives talent development and bridges the technology gap. Since 2022, ITPO Beijing, China has guided the China-Chad Vocational and Technical Education Standards Development Project, aiming at helping Chad integrate Chinese vocational education resources for modernizing its vocational education system and training young professionals. The project includes developing standardized curricula, enrolling Chadian students in Chinese institutions, and establishing overseas vocational schools. At the end of 2022, under the guidance of ITPO Beijing, China, the Ministry of Vocational Training, Occupations, and Microfinance, Republic of Chad, signed the *Memorandum of Understanding on Cooperation over Vocational and Technical Education Standards* with the Beijing Foreign Cultural Trade Association, which aims to support Chad in developing national vocational and technical education standards, covering **14** major categories and **212** specialized fields, through collaboration with Chinese vocational institutions. In 2024, ITPO Beijing, China dispatched experts from the **UNIDO Fourth Industrial Revolution (4IR) Alliance Expert Panel on Digital Talent** to Chad. The delegation participated in the launch ceremony of the **Chadian Digital Talent Training Center** and conducted training sessions.



Impact*	*As of the end of 2024	Provided digital talent training for 25 Chadian vocational technical officials and teachers	69 Chinese vocational and technical institutions participated in mutual recognition for vocational and technical standards	The programme covered 85 specialized fields and 92 qualification levels

2024 Highlights of the 4IR Alliance Expert Panel on Digital Talent



Empowered Women

From 2020 to 2024, ITPO Beijing, China launched a series of empowerment training programmes for women, providing training to approximately **600** participants.

In November 2020, ITPO Beijing, China, in collaboration with local government departments in Chengdu, Sichuan Province, and multiple knowledge partners, initiated **"The Fourth Industrial Revolution and Women's Empowerment in Entrepreneurship: New Trends, New Career, New Eco"** training series to support the incubation of women-led entrepreneurship projects. The two-day training programme included courses such as "Digital Operations and New Career Training" and "Unlocking the WeChat Ecosystem".



In August 2023, in Handan, Hebei Province, ITPO Beijing, China integrated the "Beautiful Courtyard" project to empower rural women by creating more employment opportunities through the **industrialization of intangible cultural heritage projects and the exploration of rural revitalization pathways**.

Advanced Global ESG Initiatives and Sustainable Investment

The year 2024 marks the 20th anniversary since the UN first formally introduced the ESG concept. Over the past two decades, corporate practices have continuously expanded the scope of ESG, while the investment sector has witnessed a fundamental shift in the perceptions of ESG value creation. ESG investment is no longer a niche strategy but has become a key component of global asset management. However, the *World Investment Report 2024* revealed a **10%** decline in SDG-related investments in 2023, signaling a crisis in financing for the SDGs. Over the past five years, ITPO Beijing, China has helped enterprises seize ESG opportunities, **channeling investments into projects that drive real sustainability** and advocating for collective action to move ESG beyond theory.

Supported ESG Practices in Chinese Enterprises

Partnering with leading industry players like Tencent, HONOR, China Water Environment Group (CWEG), and Yili, ITPO Beijing, China has been assisting these enterprises and others in advancing low-carbon and sustainable practices, and accelerating corporate sustainable innovation. ITPO Beijing, China has been instrumental in helping HONOR strengthen its efforts in **environmental protection, tech for good, youth empowerment, and responsible governance as part of its ESG strategic direction**. It has also provided continuous support for the HONOR Talents Global Design Awards and the HONOR Talents Developer Competition, fostering and incubating more global original talent. Also, ITPO Beijing, China has guided HONOR in integrating sustainability concepts into industrial design, leveraging design innovation to enhance the inclusivity of industrial products. According to statistics, the HONOR Developer Competition has attracted over **1,000** developers, and the HONOR Talents Global Design Competition has received **25,000** submissions, spanning more than **40** countries and regions.



Learn more - Chengdu



Learn more - Handan



Learn more

In 2024, ITPO Beijing, China supported and guided **CWEG** and **HONOR** in publishing their **ESG annual reports**, to help them present their achievements to the world. After years of exploration and practice, Chinese enterprises have transitioned ESG from merely a concept of "doing good deeds" to a clearly defined framework that is integral to corporate development.



Learn more

Tencent is a Chinese Internet Technology company that upholds the principle of "Value for Users, Tech for Good". ITPO Beijing, China collaborates with Tencent's Sustainable Social Value Organization (SSV) in areas such as digital public welfare, rural revitalization, carbon neutrality, and innovative funding initiatives.

- Africa** In February 2024, ITPO Beijing, China invited Tencent to attend the **"UN Science-Policy-Business Forum on the Environment (UN-SPBF)"** at UNEA-6 held in Kenya, and shared its ESG practices with nearly **20** Nigerian enterprises at the **China-Nigeria Industry Matchmaking Conference**.
- Hangzhou** The Carbon Neutrality Lab, established by Tencent's SSV, was showcased in the ACC exhibition hall. ITPO Beijing, China supported Tencent's **"CarbonX Program"** in promoting its latest research breakthroughs in carbon capture and utilization (CCU), while facilitating industrial resource integration and capital matchmaking.
- Beijing** In December 2024, ITPO Beijing, China, together with Tencent's SSV and Tencent Research Institute, co-hosted the **"AI for Good Forum"** at the **2024 Sustainable Social Value Innovation Summit**.
The event featured addresses by Professor Shahbaz KHAN, Director of UNESCO Regional Office for East Asia and UNESCO Representative to China, Japan, Mongolia, the Democratic People's Republic of Korea (DPRK), and ROK, as well as Ana Paula NISHIO, Chief of Division of Digital Transformation and AI at UNIDO.
The event also showcased successful AI-driven social development projects in Qingjian County, China, and across Africa, emphasizing the need to uphold human-centered values in technological advancements to ensure AI continues to develop in a "good" direction.



Learn more

In October 2024, ITPO Beijing, China co-hosted the "ESG Journey to Food Sustainability" sharing session with X BAG. Food industry enterprises shared their sustainable innovation practices across all stages of the food chain, from raw material sourcing to waste management.

In November 2024, ITPO Beijing, China supported Yili's "GoldenKey - Top 10 ESG Cases" selection event, with shortlisted cases covering green and low-carbon development, ecological agriculture, social welfare, and employee growth. In the same month, ITPO Beijing, China supported For Good and China Business Journal in hosting the "2024 ESG and Sustainable Business Ecosystem Conference", advocating for a win-win ecosystem that integrates social, environmental, and economic value.

ITPO Beijing, China also participated in and supported the "ESG30 Young Scholars Programme" initiated by Caixin Insight and the China ESG30 Forum, which will utilize the research of sustainable finance and sustainable business to provide ESG-relevant cutting-edge perspectives, intellectual support and insights.



Learn more

Advanced Sustainable Investment and Financing

Investment is the lifeblood of sustainable development. In recent years, against the backdrop of persistently weak global FDI and a slowdown in the sustainable finance market, ITPO Beijing, China has strengthened connections between digital and green projects and investors, facilitated effective funding for sustainable technologies and accelerated the realization of green transition value.

In October 2022, the Global Partnership for Sustainable Investment (GPSI) Project Database, initiated by ITPO Beijing, China and supported by multiple partners, was launched. Currently, it has included 312 global advanced digital production technology projects. Aligned with UNIDO's three priorities, the GPSI database is continuously updated to provide investment promotion, incubation acceleration, roadshows, and fund guidance services for local governments and industrial parks.

ITPO Beijing, China has invited and attracted hidden champions, growth enterprises, and investment institutions from the EU high-value regions, particularly German-speaking countries, Belgium, and Nordic nations, to visit China, explore its development potential, establish partnerships, and gain insights into investment opportunities through *The Fourth Industrial Revolution Opportunities Checklist*.

In September 2024, ITPO Beijing, China, in collaboration with Caixin Insight, released the *Report on How Institutional Investors Address High-carbon Industry Transition*. The report called for expanding the scope of the green finance sector, highlighting that high-carbon industries, which account for one-third of China's GDP, have greater emission reduction potential than low-carbon industries. It also advocated for the establishment of robust market mechanisms to further advance climate investment and financing.



Learn more



Learn more

From China to the World

To better equip enterprises in navigating global economic and trade dynamics and enhancing the global competitiveness of Chinese companies expanding overseas, ITPO Beijing, China provided support for the *Special Report on Chinese Enterprises 'New Going Global'*, produced by Caixin Insight and the China ESG30 Forum. The report highlights that ESG has become a crucial bridge and tool in the globalization of Chinese enterprises and presents an ESG action map, offering recommendations on how Chinese enterprises can achieve sustainable international expansion.

Chinese Enterprises Going Global must Focus on "Three Transformations": Globalization, Localization, and Sustainability



Optimized Sustainability Standards and Trade

Consensus-based standards play a crucial role in promoting shared development, while smooth supply chain operations facilitate industrialization. In June 2023, ITPO Beijing, China, in collaboration with ITPO Germany, IWS, and BSP Business & Law School (Germany), co-hosted the "China-Germany Sustainable Supply Chain Summer Seminar". During the discussion session, representatives from CWEG, BSP Business & Law School (Germany), Henan Road Law Firm, and Head of ITPO Germany-Berlin, Olaf DEUTSCHBEIN, exchanged insights on supply chain sustainability.

ITPO Beijing, China supports enterprises in leveraging AI technology to promote the development of fair, resilient and sustainable supply chains. In September 2023, ITPO Beijing, China jointly released the *White Paper on Artificial Intelligence Empowering Sustainable Development and Investment* with Maker Sustainability Consulting (MSC), highlighting that AI applications provide possibilities for simplifying and integrating global sustainability standards. In September 2024, at the GDTE "Roundtable Dialogue on the Fourth Industrial Revolution and Digital Transformation & Sino-Belgian Industry Matchmaking Meeting", entrepreneurs, experts, scholars, and policymakers were invited to explore how to enhance international cooperation in AI capacity building and harness digital trade for a sustainable future.



How can developing countries benefit equally from AI development

Improving global AI governance

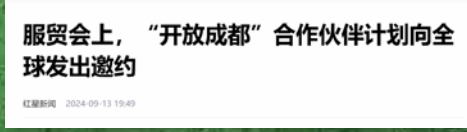
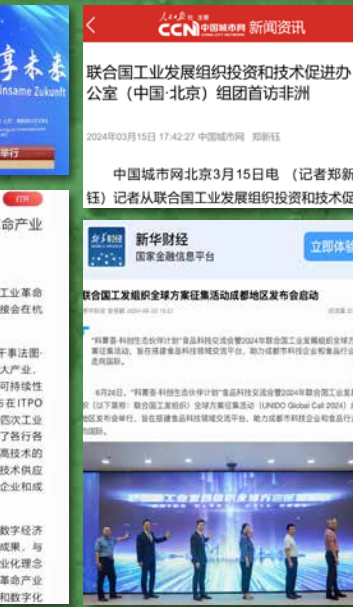
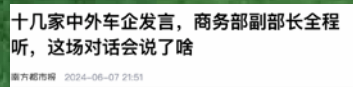
Establishing global digital trade standards

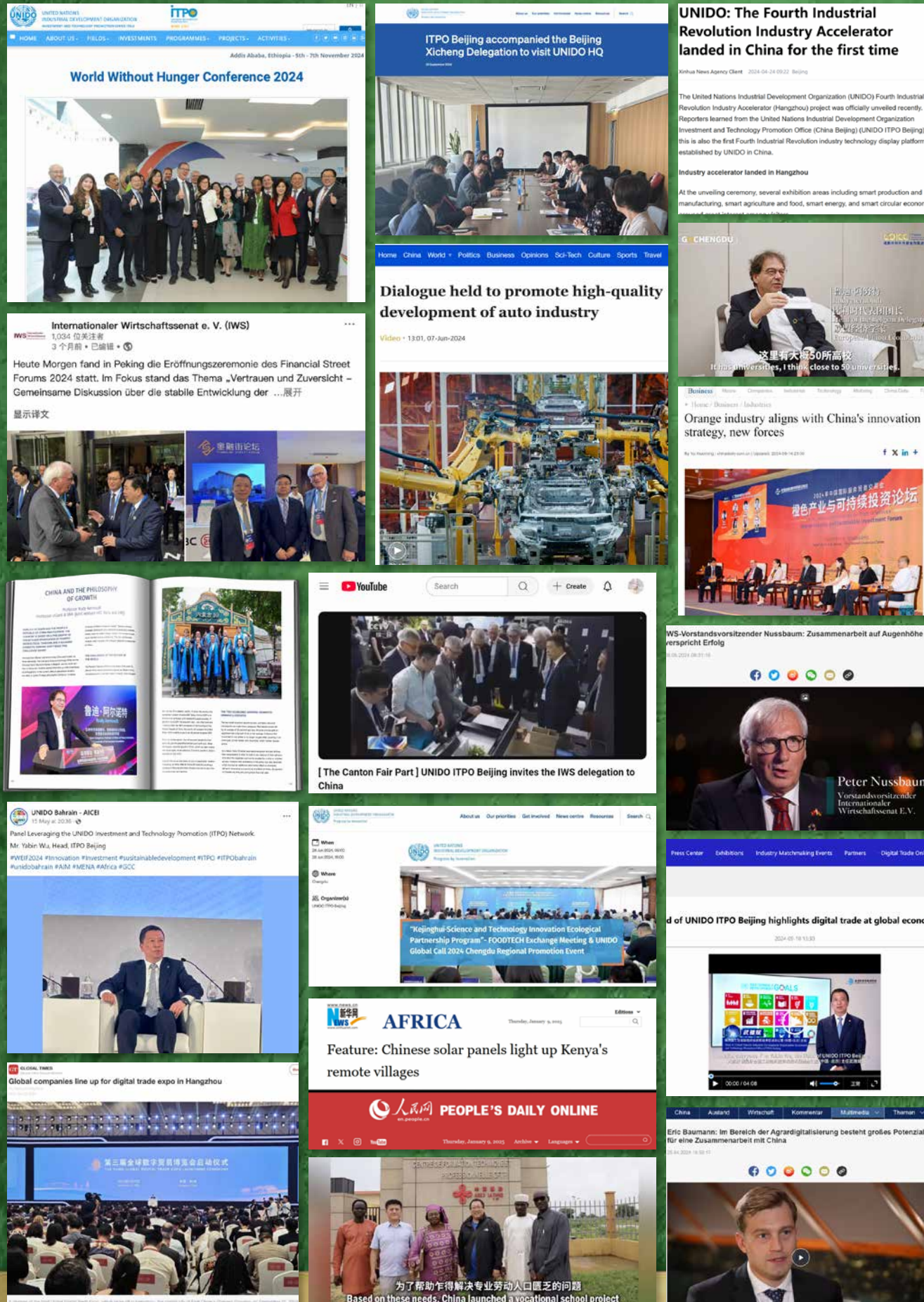
Topics for Discussion

Data infrastructure and data sharing

Enhancing trade efficiency through digital technologies

Balancing trade globalization with high-quality localization





Key Activities Planned for Participation in 2025

TIME	EVENT	LOCATION
Apr. 7-9	Annual Investment Meeting (AIM) Congress	Abu Dhabi, United Arab Emirates
Apr. 15 - May 5	Canton Fair	Guangzhou, China
May 25-29	The 20 th Western China International Fair (WCIF)	Chengdu, China
Apr. - Oct.	World Expo	Osaka, Japan
Jun. 11-14	VIVA Technology	Paris, France
Jun. 26-29	China Africa Economic and Trade Expo (CAETE)	Changsha, China
June	Shanghai Cooperation Organization (SCO) Industrial and Supply Chains Forum	Qingdao, China
September	China International Fair for Trade in Services (CIFTIS)	Beijing, China
Sep. 8-11	China International Fair for Investment and Trade (CIFIT)	Xiamen, China
September	Global Manufacturing and Industrialization Summit (GMIS)	Morocco (TBC)
Sep. 25-29	Global Digital Trade Expo (GDTE)	Hangzhou, China
Oct. 15 - Nov. 4	Canton Fair	Guangzhou, China
October	China Henan International Investment & Trade Fair (CHIITF)	Zhengzhou, China
Nov. 5-10	China International Import Expo (CIIE)	Shanghai, China
Nov. 10-21	United Nations Climate Change Conference (COP30)	Belem, Brazil
Nov. 23-27	UNIDO General Conference	Riyadh, Saudi Arabia
November	World Entrepreneurs Investment Forum (WEIF) & UNIDO Global Call 2025	Doha/Bahrain (TBC)
Dec. 8-12	United Nations Environment Assembly (UNEA-7)	Nairobi, Kenya
TBC	Orange Economy Conference	TBC

Appendix Impacts – Facts and Figures (IRPF)

Bennett Level Key	Bennett Level	IRPF Indicator Key	IRPF Indicator	Actor	Result Value for year 2024	Result Gender for year 2024	Result Youth for year 2024
B2	Outputs, activities	CPO.1	Global fora, workshops/ EGM/side events organized		36	n/a	n/a
B2	Outputs, activities	PAO.1	Industrial strategies and industrial policy documents drafted/prepared		6	n/a	n/a
B2	Outputs, activities	TCO.1	Capacity building activities provided		16	n/a	n/a
B3	Reach, engagement	REA.1	Actors reached	People	16,312	n/a	n/a
B3	Reach, engagement	REA.2	Actors engaged	People	16,312	6,028	1,406
B3	Reach, engagement	REA.2	Actors engaged	Firms	3,432	n/a	n/a
B3	Reach, engagement	REA.2	Actors engaged	Institutions	651	n/a	n/a
B3	Reach, engagement	REA.2	Actors engaged	Govt bodies	366	n/a	n/a
B3	Reach, engagement	REA.2	Actors engaged	Global Actors	53	n/a	n/a
B4	Reactions	REACT.1	% of actors satisfied with UNIDO interventions	People	100	n/a	n/a
B4	Reactions	REACT.1	% of actors satisfied with UNIDO interventions	Firms	100	n/a	n/a
B4	Reactions	REACT.1	% of actors satisfied with UNIDO interventions	Institutions	100	n/a	n/a
B4	Reactions	REACT.1	% of actors satisfied with UNIDO interventions	Govt bodies	100	n/a	n/a
B4	Reactions	REACT.1	% of actors satisfied with UNIDO interventions	Global Actors	100	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	People	11,151	4,457	755
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	People	14,748	5,321	837
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	People	508	276	316
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	People	625	324	305
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Firms	578	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Firms	3,142	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	Firms	6	n/a	n/a

Appendix Impacts – Facts and Figures (IRPF)

Bennett Level Key	Bennett Level	IRPF Indicator Key	IRPF Indicator	Actor	Result Value for year 2024	Result Gender for year 2024	Result Youth for year 2024
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Institutions	91	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Institutions	589	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	Institutions	42	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	Institutions	1	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Govt bodies	74	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Govt bodies	285	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	Govt bodies	50	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.2	Actors gaining skills or capacity	Govt bodies	24	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Global Actors	38	n/a	n/a
B5	Knowledge, awareness, capacity, skills	KASA.1	Actors gaining awareness or knowledge	Global Actors	38	n/a	n/a
B6	Behaviour change	TEC.3	New technologies adopted	Firms	142	n/a	n/a
B6	Behaviour change	INV.1	Investment-ready proposals elaborated	Firms	142	n/a	n/a
B6	Behaviour change	BUS.1	Firms with improved management practices	Firms	3,432	n/a	n/a
B6	Behaviour change	GOV.2	Actors participating in enhanced collaboration settings	Govt bodies	366	n/a	n/a
B6	Behaviour change	POL.3	Guidelines adopted by relevant actors	Govt bodies	193	n/a	n/a
B7	ISID impact	SOC.3	People living under poverty line who gain access to quality-assured products	Global Actors	406	n/a	n/a
B7	ISID impact	ECO.1	Firms with economic gains (sales, savings)	Global Actors	3,432	n/a	n/a
B7	ISID impact	SOC.2	SMEs with increased inclusion in value chains	Global Actors	1,020	n/a	n/a

Activities Overseas

No.	Title	Location	Date	Participants
1	China-Nigeria Industrial Business Matchmaking Meeting	Lagos, Nigeria	28 February	35
2	Opening Chengdu Business Matching Conference (South Korea)	Seoul, South Korea	29 February	30
3	Opening Chengdu Business Matching Conference (Japan)	Tokyo, Japan	5 March	40
4	"Xicheng District - Frankfurt" Business Matching Conference	Frankfurt, Germany	20 June	80
5	Digital Talent Training Course for Vocational Teachers in Chad	N'Djamena, Chad	21 August	25
6	"Xicheng District - UAE" Business Matching Conference	Dubai, UAE	3 September	70
Total		6	Total Participants	280

Business Matching

No.	Title	Location	Date	Participants
1	Sino-German Industry Exchange Luncheon and UNIDO Fourth Industrial Revolution Alliance Expert Panel on Digital Talent Launching Ceremony	Guangzhou, China	15 April	70
2	UNIDO Fourth Industrial Revolution Accelerator (Hangzhou) Launching Ceremony & Sino-German Industry Matchmaking Meeting	Hangzhou, China	18 April	100
3	"Meet in Xicheng, Share the Future" Germany-focused Investment Promotion Event	Beijing, China	19 April	40
4	Economic and Trade Matchmaking Meeting between Zhengzhou Municipal People's Government and Austrian Business Delegation	Zhengzhou, China	25 May	70
5	International Investment and Technology Matchmaking Meeting (Sino-Mexican · Hangzhou)	Hangzhou, China	16 July	100
6	International Investment and Technology Matchmaking Meeting (Countries of the "Belt and Road")	Hangzhou, China	23 August	100
7	2024 China International Fair for Trade in Services "Meeting in Xicheng for a Shared Future" Business Matching Conference	Beijing, China	13 September	80
8	The 3 rd Global Digital Trade Expo "Roundtable Dialogue on Fourth Industrial Revolution and Digital Transformation & Sino-Belgian Industry Matchmaking Meeting"	Hangzhou, China	24 September	95
9	"Meeting in Xicheng for a Shared Future" Belgium-focused Investment Promotion Event	Beijing, China	27 September	80
Total		9	Total Participants	735

Capacity Building

No.	Title	Location	Date	Participants
1	Investment Promotion Training on "New Thinking on Investment Promotion: Insight into Global Industry Trends"	Chengdu, China	11 June	83
2	UNIDO Fourth Industrial Revolution Accelerator (Hangzhou) Global Power of Innovation (First Session)	Hangzhou, China	18 June	40
3	University Faculty Representatives' Visit to ITPO Beijing, China	Beijing, China	17 July	102
4	UIBE Faculty and Students' Visit to ITPO Beijing, China	Beijing, China	22 October	30
5	Business Lecture on Service Industry Growth and Innovation in External Opening-up	Xiamen, China	21 November	70
Total		5	Total Participants	325

Conference

No.	Title	Location	Date	Participants
1	The China-Mexico Session of the International Exchange Conference	Xiamen, China	14 June	61
2	2024 The Chartered Institute of Logistics and Transport International Convention Opening Ceremony & Meeting on Sustainable Developments of Global Supply Chains	Langfang, China	17 June	300
3	"Kejinghui Science and Technology Innovation Ecological Partnership Program" - FOODTECH Exchange Meeting & UNIDO Global Call 2024 Chengdu Regional Promotion Event	Chengdu, China	28 June	115
4	Global Supply Chain and Investment Dialogue: China-Belgium Cooperation Matchmaking Conference	Chengdu, China	26 September	80
5	2024 Annual Conference of Financial Street Forum "Building a Low-Carbon Future and Pursuing Global Sustainable Development"	Beijing, China	19 October	120
6	ESG and Sustainable Business Ecology Conference	Beijing, China	29 November	1,038
Total		6	Total Participants	1,714

Fair

No.	Title	Location	Date	Participants
1	The 24 th China International Fair for Investment and Trade UNIDO Booth	Xiamen, China	8 Sep-11 Sep	8,000
Total		1	Total Participants	8,000

Forum

No.	Title	Location	Date	Participants
1	Innovation Accelerates Sustainability Summit	Beijing, China	30 May	120
2	2024 Beijing CBD Forum "Roundtable Dialogue for Domestic and Foreign Auto Enterprises"	Beijing, China	6 June	161
3	The 24 th China International Fair for Investment and Trade "Global Investment Dialogue: The Fourth Industrial Revolution and Smart City"	Xiamen, China	8 September	150
4	2024 China International Fair for Trade in Services "Global Green Economy Development Forum"	Beijing, China	12 September	400
5	2024 China International Fair for Trade in Services "Orange Industry and Sustainable Investment Forum"	Beijing, China	13 September	110
6	2024 China International Fair for Trade in Services "Carbon Economy Development Forum for Cities and Industrial Parks"	Beijing, China	14 September	300
7	2024 Sustainable Social Value Innovation Summit "AI for Good Forum"	Beijing, China	3 December	160
Total		7	Total Participants	1,401

Seminar

No.	Title	Location	Date	Participants
1	2024 China International Fair for Trade in Services "Seminar on International B2B Cooperation"	Beijing, China	16 September	250
2	G20 Youth Dialogue "Actions for a Sustainable Planet"	Beijing, China	11 October	40
3	Seminar on ESG Journey to Food Sustainability	Beijing, China	29 October	50
4	Youth Participation in International Organizations and Global Governance: UNIDO ITPO Beijing, China × Zhejiang University × Shandong University Youth Dialogue	Hangzhou, China	7 November	52
5	Seminar on UN Procurement and Market Opportunities	Xiamen, China	29 November	54
6	Orange Economy and Sustainable Development: Youth Creative Dialogue Between Shandong University and Zhengzhou University	Jinan, China	1 December	50
7	Seminar on Shape the Future with AI	Beijing, China	13 December	70
Total		7	Total Participants	566

Delegate Exhibition

No.	Title	Location	Date	Participants
1	Delegation of the Government of the Republic of Uzbekistan Visiting UNIDO Fourth Industrial Revolution Accelerator (Hangzhou)	Hangzhou, China	18 June	10
Total		1	Total Participants	10

Abbreviations

- African Union Commission (AUC)
- Afridge Development Plan (ADP)
- Artificial Intelligence (AI)
- Business-to-Business (B2B)
- Eastern China Regional Coordination Center (Jinan) (ERCC)
- Environmental, Social and Governance (ESG)
- Food and Agriculture Organization of the United Nations (FAO)
- Foreign Direct Investment (FDI)
- Fourth Industrial Revolution Accelerator (Hangzhou) (ACC)
- Global Partnership of Sustainable Investment (GPSI)
- Gross Domestic Product (GDP)
- Inclusive and Sustainable Industrial Development (ISID)
- Northern China Regional Coordination Center (Zhengzhou) (NRCC)
- Programmes for Country Partnership (PCP)
- Small and Medium-sized Enterprises (SMEs)
- Southern China Regional Coordination Center (Xiamen) (SRCC)
- Standard Operating Procedure (SOP)
- Sustainable Development Goals (SDG)
- United Nations Climate Change Conference (COP)
- United Nations Environment Assembly (UNEA)
- United Nations Environment Programme (UNEP)
- United Nations Global Compact (UNGC)
- United Nations Industrial Development Organization (UNIDO)
- UNIDO Investment and Technology Promotion Network (ITP Network)
- UNIDO Investment and Technology Promotion Office (ITPO)
- Virtual Reality (VR)
- Western China Regional Coordination Center (Chengdu) (WRCC)
- World Entrepreneurs Investment Forum (WEIF)
- World Without Hunger Conference (WWH)



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