

# SMART EXPO: New Window of Global Trade

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The 3D Display Hall to help create an immersive experience

## The struggling enterprises during the pandemic

The year of 2020 is full of challenges. At the beginning of it, the appearance of COVID-19 cast a shadow over the whole world. The virus travelled around the world and have killed hundreds of thousands people like an elusive killer.

The spread of the dangerous virus has spooked international trade and threatened prospects for economic growth. Almost all Chinese factories lost more than half of their export orders and could not receive new inquiries. Workers were told to stay at home and protect themselves from the virus. The

global logistics were cut short as many countries enforced strict lockdown measures. They also restricted the movement of people which caused the cancellation or postpone of many pre-planned trade exhibitions.

Exhibitions are vital for suppliers to present products in front of global buyers. However, it is impossible to organize them amid the pandemic. The cancellation of offline exhibitions ruins many entrepreneurs' hopes that the amount of inquiries and orders could be recovered through expos. However, global economy cannot be trapped in this poor condition. Since March, as virus has been gradually controlled in China, many factories reopened with the permission of government and operated under the premise of workers' security.

According to BloombergQuint reports: Yao Jun, a petite 50-year-old woman, is the founder and general manager of Wuhan Welhel Photoelectric Co., a manufacturer of welding helmets and protective masks that exports to France, Germany and the U.S. She came back to work on March 13 after wading through approvals from four layers of government, including her local neighborhood committee, which took 15 days to assess Welhel's ability to prevent infections. "We can't afford to have a single one", Yao said in an interview at her factory. Every day the operation of the production line is crucial: Welhel was trying to catch up on orders it hadn't been able to complete in the first few months of the year, even as Yao wasn't sure her customers in locked-down overseas markets would be able to take the deliveries. She had no idea when more business would come in, given what's happening to the global economy.

## SMART EXPO: the new opportunity for international trade

It is well-known that shopping, working and socializing online are very common for Chinese people. The fast development of network communication technology gives Chinese foreign trading companies a ray of hope for recovering from the darkness of economic slump.

Made-in-China.com, a leading B2B e-commerce service provider in China, has been developing the technology of online expo since 2016. It created the original mode of "internet + expo" in China and named it as SMART EXPO. It combines the advanced technologies like VR, 360° virtual tour and graphic interchange format with abundant experiences of holding expos. It enables traditional expos go onto the internet platform, provide a place for suppliers present their goods and helps global economy survive the pandemic. Made-in-China.com has organized more than 300 SMART EXPOs so far and is still making the effort to raise it to the higher level.

## Futuristic techs of SMART EXPO:

SMART EXPO simulates the experience which buyers could obtain during the traditional expos. 3D exhibition hall and virtual booth create an immersive experience

for buyers. You can browse the pictures and videos of products which show on the "wall" of 3D exhibition hall, and step into the virtual panorama factory which is shot and produced via Made-in-China.com services for suppliers.



360°VR Factory Tour

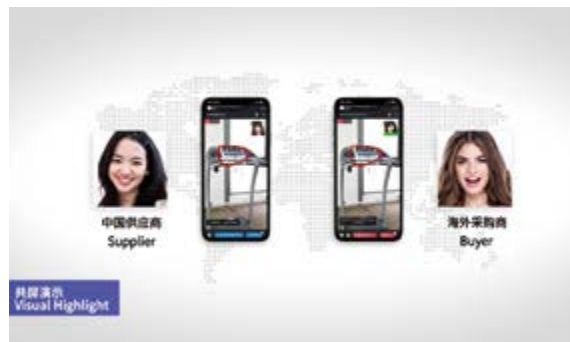
If you become interested in a product, feel free to click the "meeting now" button to enter into the online meeting room and have a face-in-face chat with the supplier. The "E-business Card Exchange" function allows you to exchange your identity e-card with them during the period of meeting.



Exchange your E-commerce Card anytime

You can obtain a further understanding about product in the meeting room through "Visual Highlight", which is an advanced technology developed from augmented reality. When the suppliers turn on this function, they can share the real-time screen with buyers and explain the details via circling the relevant components and parts.

You might be worried about the language barrier. Our research and development team has already considered about it and applied instant multilingual



*Circling the products that you are curious about via Visual Highlight*

translation technology in the online meeting room of SMART EXPO.

The technology supports translation in voice and text in 11 languages. . The general manager of Made-in-China.com, Li Lei introduced that, "We aim to lower the barrier of global trade, enable all buyers to do business with Chinese suppliers and find their ideal products in SMART EXPO."

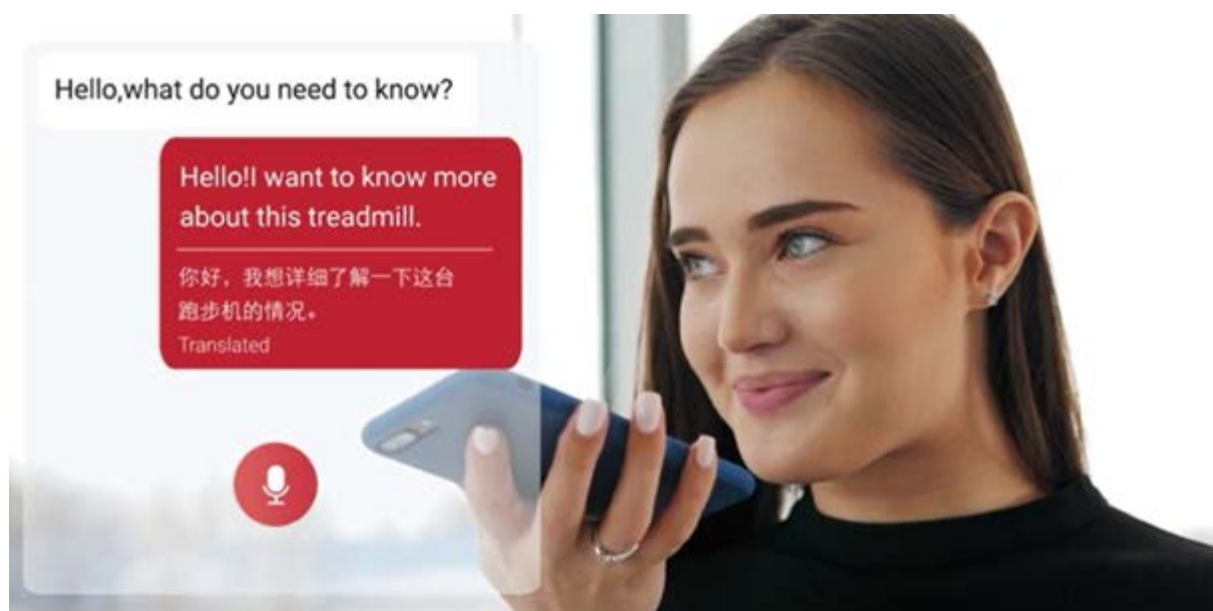
Moreover, do not feel upset if you enter the online meeting room and find the supplier is unavailable at

that present. The system would record your visit and remind the supplier to come back to the meeting room as soon as possible.

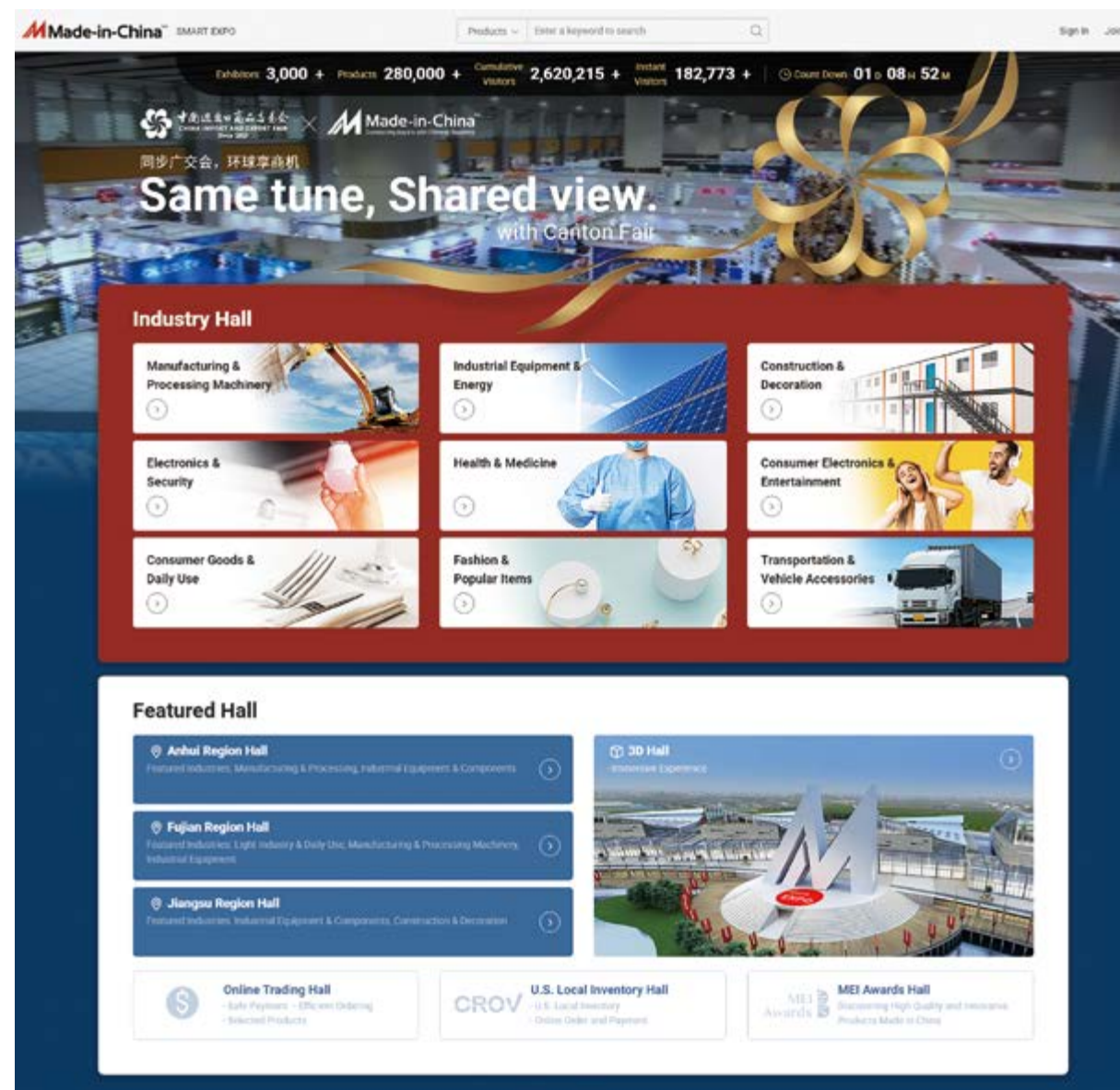
360 virtual tour and video display of products can give buyers a direct understanding of suppliers' enterprise, scale and quality. It also provides services to help buyers to verify the qualification of suppliers. Buyers can check the 'Audit Reports' to get authentic information about suppliers and their products in SMART EXPO.

## Hand in hand with Canton Fair

The China Import and Export Fair ("Canton Fair" or "The Fair") is a comprehensive international trading event with the longest history, the largest scale, the most complete exhibit variety, the largest buyer attendance, the broadest distribution of buyers' source country and the greatest business turnover in China. This year, the 127th Canton Fair goes online due to the impact of pandemic. With the development of information technology, it also set up a cross-border e-commerce zone to help explore the new possibilities for efficient global trade. Made-in-China.com, as a leading comprehensive third-party B2B e-commerce



*Making efficient communication via Instant Multilingual Translation*



*SMART EXPO with Canton Fair*

platform in China, was successfully selected as one of the official partners to have a seat in this cross-border e-commerce zone.

In the online events simultaneously held by Made-in-China.com, several themes of SMART EXPOs walked on this international stage. By the end of the Canton Fair in Smart EXPO, more than 1.1 million professional buyers had learned about 40,000 products. In this

unprecedented challenge, these achievements stimulated the recovery of the global economy.

Learning lessons from the experience, Made-in-China.com would keep researching and developing SMART EXPO, hold as many events as possible to promote the combination of traditional global trade and e-commerce, and ultimately give an incentive to economy.