

SPOTLIGHT

Ningbo Manufacturers Tap UN Procurement Market at AIDEX 2025

By Zhao Yu

Amid rising global economic uncertainties, Ningbo's import and export businesses are navigating increasingly complex markets. From October 22 to 23, the China Council for the Promotion of International Trade (CCPIT) Ningbo Committee, in collaboration with the United Nations Development Programme (UNDP) China Office and the United Nations Office for Project Services (UNOPS) China Office, led a delegation to the AIDEX 2025 exhibition in Geneva, Switzerland, setting up a dedicated China pavilion.

Chinese Manufacturers Highlight Humanitarian and Health Innovations

At noon on October 21, as soon as AIDEX's setup phase began, Li Jing, a salesperson with Ningbo Haitian Holdings Group Co., Ltd., and her team arrived at the venue with their products: emergency relief kits, rescue tents, and solar-powered lights. Once the items were checked for damage, the team quickly arranged them according to their eco-themed display plan. "The booth's appearance shapes buyers' first impressions. With the exhibition about to start, we only have a few hours to set up," said Li.

Haitian Holdings showcased seven categories of products for use in rescue and humanitarian aid operations, carefully selected from a catalog of more than 10,000 items. They are eco-friendly, energy-efficient, and backed by full after-sales support.

"This solar-powered light, for instance, has both a carry handle and hanging ring, a long-lasting battery, and is ideal for field and emergency use. We tailored our selection to UN procurement needs, making this product particularly suitable



AIDEX 2025 exhibition in Geneva. [Photo by Wang Qiang]

for relief operations," Li said.

Meanwhile, Wang Dong, co-founder and CEO of Zhejiang Jiami Biomedical Technology Co., Ltd., presented the company's flagship innovation: the HIV (1/2) Urine Self-Test Kit. A large poster highlighted the kit's key features—easy and discreet home use, plus accurate results in just 15 minutes.

"Field research in Africa showed that HIV screening is often limited by practical constraints. With the UN's goal to end the AIDS epidemic by 2030, we expect strong interest from UN agencies in this product," Wang said.

Ningbo Manufacturing Shines at China Pavilion

AIDEX, recognized as the world's largest humanitarian aid and disaster relief trade show, serves as an important platform for international public procurement.

Fifteen Chinese companies — nine from Ningbo — showcased products ranging from emergency relief equipment and medical supplies to household appliances and engineering machinery, aiming to connect with major procure-

ment partners and explore long-term partnership with UN agencies.

Among the Ningbo participants were: Haitian Holdings, Jiami Biomedical Technology, and Ningbo David Medical Device Co., Ltd., maker of the YP-3100 infant incubators that combine smart digital control with practical functionality.

Wang from Jiami shared encouraging news: within just three hours of the exhibition's opening, multiple buyers had made inquiries, their needs closely matching the company's offerings.

"The Chinese companies here are leaders in their fields, with both vision and a global outlook. They've brought high-quality products and solutions that meet international procurement standards, and they're eager to secure more UN procurement orders right here at the UN's doorstep," said Ma Zhengzheng, Project Manager at the UNDP China Office.

Amid increasing global economic uncertainty, UN procurement — worth nearly \$30 billion annually — provides exporters with key benefits such as tariff exemptions, reduced exchange-rate risk,

and protection from trade barriers. The broader international public procurement market is estimated at close to \$10 trillion, yet Chinese companies still hold a relatively small share.

To address these challenges, Ningbo has developed a comprehensive support system for UN procurement, hosting Asia's first International Public Sector (IPS) Conference, establishing a dedicated office to liaise with the UN Procurement Division, and launching related initiatives.

Busy Booths, Promising Leads

The China Pavilion, showcasing Ningbo's manufacturing strength, sits near the main exhibition hall, where its six-square-meter booths are buzzing with activity.

Reflecting on the first day's results, Wang held up a thick stack of business cards — from officials with health ministries in countries such as Kenya, procurement officers from UNDP, UNAIDS and UNFPA, as well as buyers from the UK and Switzerland, and experts in HIV prevention. "This exhibition was absolutely

the right call for us. Several potential clients have already asked us to send samples once we return to China. I believe we're close to securing new orders," Wang said.

A buyer who stopped by to inspect the YP-3100 infant incubator on display, said, "We've worked with David Medical for more than 20 years. When we heard our longtime partners were exhibiting in Geneva, we came straight over to see them." Although the booth's compact six-square-meter space could fit only one incubator, a steady flow of both new and returning clients kept arriving throughout the day.

"AIDEX feels much more professional than regular trade shows — the questions and requests we've received are very specific," said Liu Ping, Sales Director at David Medical.

"Even though it's our first time here, more than half the contacts we made are worth following up on," added Li of Haitian. "It's been a highly efficient experience and has greatly strengthened our confidence in securing both direct and indirect UN procurement orders."

Istanbul Bridge Finishes European Leg of China-Europe Arctic Route, Cuts Transit Time

By Jin Yuhan

In the early hours of October 23 local time, the *Istanbul Bridge*, the first vessel on the China-Europe Arctic container express route, arrived at its final European stop—the Port of Rotterdam in the Netherlands.

With the unloading of the last container onboard, the European leg of the China-Europe Arctic route has been successfully completed. The *Istanbul Bridge* will not return via the Arctic route but will sail back through the Suez Canal instead, picking up more cargo along the way.

Next, the vessel will proceed to ports in Egypt, Turkey, and other locations to load cargo and is expected to return to China in early December.

The ship set sail from Ningbo Zhoushan Port on September 23, taking the Northeast Passage and reaching its first European port, Felixstowe in the UK, in just 20 days. It subsequently called at the Port of Hamburg in Germany on October 15 and the Port of Gdansk in Poland on October 19, before completing all loading and unloading operations at the Port of Rotterdam.

Compared to the approximately 40-day voyage via the Suez Canal and the 50-day voyage via the Cape of Good Hope, this route offers a clear time advantage.

"Next year, we plan to expand our operations in icy waters, starting with regular weekly or biweekly summer services. Building on practical experience, we'll enhance vessel design and fleet capacity, aiming for year-round service on the China-Europe Arctic route," said Li Xiaobin, COO of Sea Legend Line Limited, the operator of this route.

Additionally, during the non-navigable period in winter, the company will launch the Eastern Europe Express route, utilizing a sea-rail intermodal model via the Suez Canal to deliver goods from China to Europe within 25 days. This service is designed to complement seasonal routes and ensure smooth year-round operations.

As part of the "Polar Silk Road", the Northeast Passage on the China-Europe Arctic route is an emerging international shipping corridor linking East Asia and Europe. It plays a key role in improving global supply chain efficiency and strengthening trade ties along the route.

Chief Adviser: Zhao Qingchuan
Proofreader: Zhao Yu

Ningbo Port Exports 285,000 Vehicles in First Three Quarters of 2025

By Jin Lu

Ningbo Port recorded strong growth in vehicle exports during the first nine months of 2025, shipping 285,000 units — a 53.3 percent year-on-year increase, according to Ningbo Customs. Electric vehicles made up more than 60 percent of the total.

Export destinations continued to expand. The United

Arab Emirates, the European Union, and Brazil were the port's top three markets, with export values of 9.01 billion yuan (\$1.26 billion), 3.22 billion yuan, and 3.14 billion yuan, respectively — up 224.2 percent, 457.6 percent, and 151.2 percent year-on-year.

Emerging markets also showed strong growth. Exports to Algeria and Morocco jumped 547.4 percent and

475.2 percent, reflecting the growing global demand for vehicles made in Ningbo.

"As the logistics hub for vehicle imports and exports in the Meishan Port Area, our facilities handled more than 78,000 exported vehicles in the third quarter alone — an increase of over 170 percent year-on-year," said Lu Zhuojun, a representative of CITIC Gangtong International Logistics Co. Ltd.



Ningbo Port recorded strong growth in vehicle export. [Photo by Yang Jiangqi]

