

IN FOCUS: THE NINTH CHINA-EURASIA EXPO P.14

FEATURES: THREE GENERATIONS, ONE PROMISE P.54

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Changji offers discovery on Urumqi's doorstep

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Open Horizons

By Yan Wei

For centuries, Xinjiang was understood primarily through the vocabulary of the Silk Road—a passageway for goods and ideas moving between civilizations. The caravans are gone, but the logic of the corridor remains. What has changed is the nature of what passes through it. Moreover, the region is asserting itself as a destination.

The biennial China-Eurasia Expo is a case in point. Launched in 2011, the expo has evolved into a major platform for cross-regional cooperation. This year's event, held in late June, attracted some 3,000 exhibitors from 49 countries, regions and international organizations as well as all provincial-level regions from the Chinese mainland. The expo brought together premium goods from across China and around the world to the doorstep of Xinjiang consumers.

At the pavilion of Pakistan, one of the two guest countries of honor this year, along with Kazakhstan, hand-carved wood furniture dazzled with exquisite craftsmanship. Wines from Kazakhstan, skincare from Bulgaria and coffee from Laos were also available at affordable prices. An exoskeleton robot produced by a Xinjiang-based hi-tech company, a hit product, was priced just above 6,000 yuan (\$884), 1,000 yuan (\$147) less than the market rate. That kind of bargain was a prime reason why hundreds of thousands of people poured into the expo despite scorching heat.

The China-Eurasia Expo, however, represents more than a trade fair in Urumqi—it stands as a declaration of confidence from Xinjiang, a region once known mainly for its remote beauty. Walking through its vast exhibition halls, visitors found displays of a new industrial revolution. Ecological restoration and new agricultural ventures have turned the idea of the desert “wearing a green scarf” into a reality as Xinjiang's grain production hit a record high in 2025, reaching 24 million tons. Rainbow trout, a fish native to the rivers and lakes of North America famous for having few bones and a lot of meat, is now a signature product of Yili (Ili) Kazak Autonomous Prefecture. Snow and glacier meltwater, which stays below 20 degrees Celsius all year round, makes Yili an ideal place for raising this cold-water fish.

The booths representing cities like Hami and Tulum (Turpan) did not simply pile melons and grapes in artful ar-

rangements. Instead, they exhibited components for wind turbines, solar panels and low-altitude economy equipment. The low-altitude economy is a rapidly emerging sector that includes drone delivery, aerial sightseeing and other businesses operating below 1,000 meters above ground. Energy abundance and green electricity are helping Xinjiang claim a niche within the world's evolving map of data infrastructure. Tech giant Huawei's representative in Urumqi is quoted as saying that “Xinjiang's computing power can soon supply neighboring countries.” The message is unmistakable: The region intends to climb the value chain.

But the expo emphasized more than technology. It told a broader story about openness, a word that, applied to Xinjiang, means both connectivity and confidence. Nineteen border passes operate efficiently, and China Railway Express—an international intermodal container train service between China and Europe and Central Asian countries, a flagship project under the China-proposed Belt and Road Initiative—rolls across the region in record numbers.

Behind this evolution lies a new philosophy of development: logistics corridors turned into industrial belts, resource reliance yielding to value creation, borders seen less as edges than as engines. Such shifts depend on human stories. The expo introduced young entrepreneurs such as Hairilila Kashengmu, who has engineered an intelligent oven baking naan flatbread, a Xinjiang staple, blending tradition and technology, and Liu Qian, who runs a thriving camel milk enterprise. Their trajectories are a testament to a generational transition from labor to innovation.

Centuries ago, the Silk Road's communication relied on beacon towers flaring across the desert night. Today, fiber-optic cables and 5G signals link Xinjiang to the wider world. This transformation is a sign of a deeper reorientation from a peripheral crossroads to an emerging digital hub committed to global integration.

As the world economy strains under uncertainty, the China-Eurasia Expo stands as a symbol of optimism. Xinjiang's evolution may not answer every question about the meaning of development, but it undeniably expands the horizon—both for itself and for the broader conversation about how inland regions can come to the center of connection. **XT**

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Cover Photo: The Tianshan Mountains in Changji Hui Autonomous Prefecture (COURTESY PHOTO)

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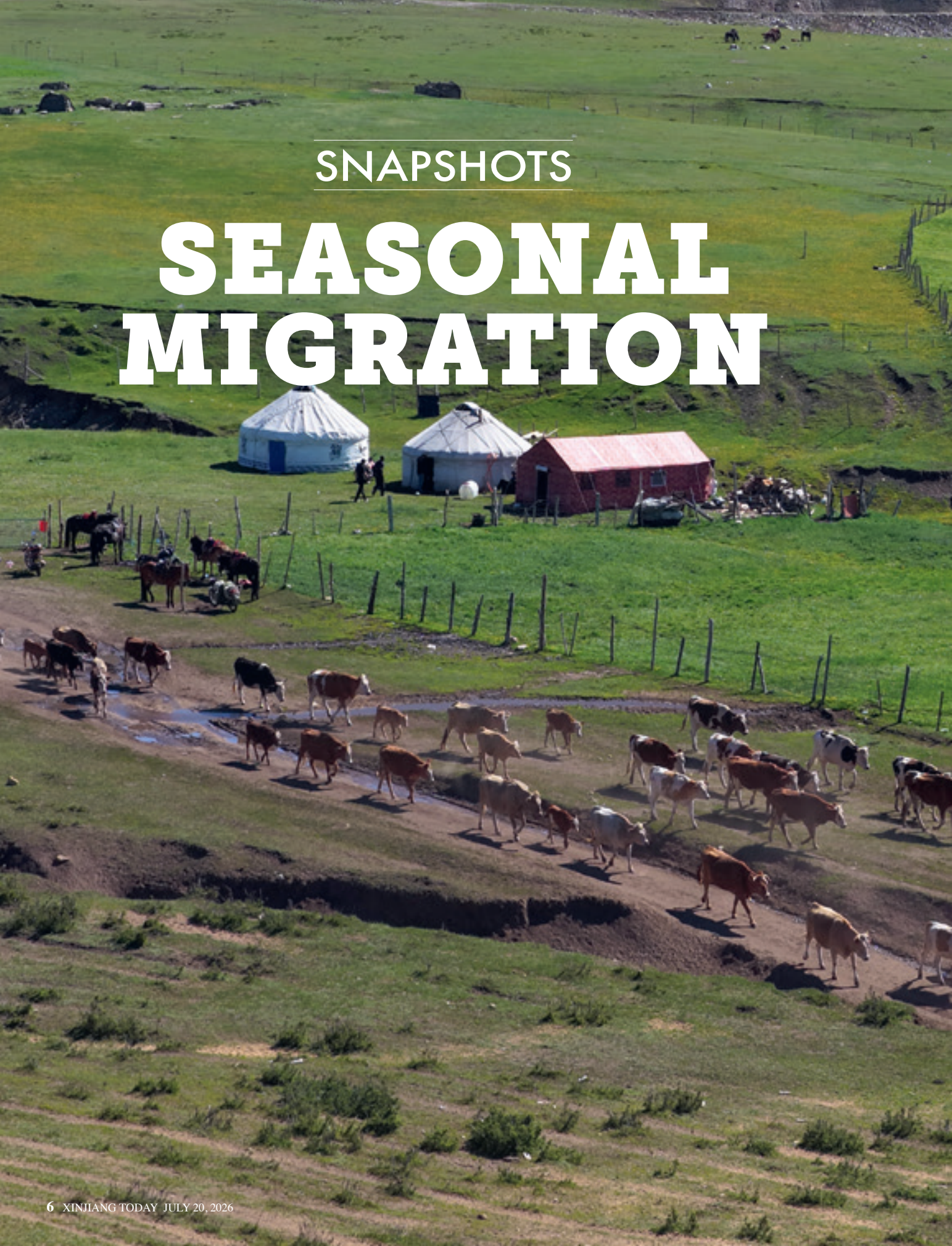


China Hoy



China Hoje

*Xinjiang:
Beyond Imagination*

An aerial photograph of a pastoral settlement in a lush green valley. In the center, there are two white circular tents and a red rectangular building. A large herd of cattle is moving along a dirt path that winds through the landscape, crossing a small stream. Several people are visible near the tents. The background shows rolling green hills under a clear sky.

SNAPSHOTS

SEASONAL MIGRATION



Herders in Xinjiang follow a traditional pattern of seasonal migration, moving between different pastures to make the best use of grassland resources.

In the spring, families leave their winter shelters in lower valleys and drive their livestock—mainly sheep, cattle and horses—toward mid-altitude pastures where fresh grass begins to grow. As temperatures rise, they continue to the high mountain meadows for the summer, where the cool climate and lush grass allow animals to thrive. This movement not only sustains the health of the herds but also reflects a deep cultural rhythm tied to the land. **XT**

(Photos by VCG)



Cattle head to summer pastures in Altay Prefecture on May 30. On that day, Altay launched its large-scale summer livestock migration, with an estimated 1.3 million heads of livestock expected to be moved to summer meadows

SNAPSHOTS

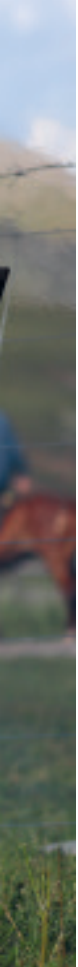


Volunteers assist herders during the spring migration in Hebukesaier (Hoboksar) Mongolian Autonomous County, Tacheng Prefecture, on April 8



SNAPSHOTS





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1. A herder boils fresh milk in her summer pasture in Altay on July 9, 2025

2. A boy embraces a sheep during the summer livestock migration in Altay on June 26, 2025

3. Herders lead camel caravans carrying migration supplies along their seasonal livestock route in Altay on September 8, 2025

Synthetic Diamond Boom

China produces more than 95 percent of the world's synthetic diamonds. Of these, approximately 90 percent of industrial ones and 80 percent of gem-grade ones are produced in Henan Province. As synthetic diamond manufacturing is highly energy-intensive—with electricity accounting for more than 70 percent of production costs—Xinjiang has emerged as the leading destination for expanding production capacity, thanks to its highly competitive green electricity prices.

99.999%

The target purity of synthetic diamond projects in Xinjiang, which manufacture semiconductor-grade crystals, heat spreaders and wafer substrates for high-power electronic devices. Substrates serve as the base material for silicon wafers used in the manufacturing of integrated circuits.



300

The number of local technicians trained by a synthetic diamond company in Kashi (Kashgar) Prefecture

300 million carats

The annual synthetic diamond production target set by Hami for 2025-27, with an estimated output value exceeding 1.5 billion yuan (\$220 million). The city also plans to expand into gem-grade diamond processing and diamond wafer semiconductor materials

470 million yuan (\$69 million)

The total investment in a synthetic diamond project in Changji Hui Autonomous Prefecture. The project went from groundbreaking to production in just eight months and has designed annual production capacity of 125,500 carats of high-quality diamonds

(Source: Xinjiang Daily)



(Left) A synthetic diamond production line in Hami City in April 2025 (VCG)

Cultured diamonds on display at an exhibition in Zhengzhou, Henan Province, on May 16 (VCG)

IN FOCUS

BOOMING BOOTHS

Eurasia expo showcases Xinjiang's high-level opening-up achievements *By Zhang Yage*

T

The Xinjiang International Convention and Exhibition Center in Urumqi became a crossroads of currencies, languages and ambitions for four days in late June. Across the sprawling 140,000-square-meter exhibition floor, more than 3,100 exhibitors from 49 countries and regions came to do business.

"This expo fully reflects the vigorous vitality of all Eurasian parties in promoting the Silk Road spirit of shared development and mutual benefit," Li Hongqi, Deputy Director of the Department of Commerce of Xinjiang Uygur Autonomous Region, said at a press conference on June 30, announcing the expo's outcomes. "Xinjiang is now in the best development period in its history. Policy dividends, development dividends and opening-up dividends are being released continuously."

By the time the Ninth China-Eurasia Expo closed on June 29, the numbers testified to his words: 329,300 visitors had passed

through the gates, including nearly 10,000 from abroad. More than 80 trade promotion events were staged. Li noted that the expo's substantial and practical outcomes underscored a growing consensus among Eurasian nations on connectivity and mutually beneficial cooperation.

The deeper story lies in Xinjiang's shifting role in Eurasian trade. A decade ago, the region was often seen as a corridor—a stretch of territory through which goods passed on their way to somewhere else. Today, it is becoming a hub where goods stop, are processed, repackaged or assembled, and then move onward.

Xinjiang hopes to use the China-Eurasia Expo as an important window and platform to promote Xinjiang's opening up on a larger scale, in a broader scope and at a deeper level, deepen practical cooperation with Eurasian countries, and enable Xinjiang to contribute to the common development of China and Eurasian countries.

Global hub

Xinjiang has been a golden corridor of Eurasia and the bridgehead for China's westward opening up.

Kazakhstan has long been Xinjiang's largest trading partner among Central Asian countries. According to statistics from Urumqi Customs, in 2025, bilateral trade between China and Kazakhstan reached \$48.7 billion. In the first five months of 2026 alone, the trade volume hit \$22 billion, up 27 percent year on year. Xinjiang also accounts for a significant portion of this growth: According to statistics from Urumqi Customs, in the first five months of 2026, Xinjiang's imports and exports to the five Central Asian countries exceeded 98.3 billion yuan (\$14 billion), accounting for 45.5 percent of the region's total foreign trade during the same period.

As a long-standing friend of the expo, Kazakhstan served as a guest country of honor for the second consecutive year, bringing more than 30 companies to this year's event, more than ever

before. Serik Zhumangarin, Deputy Prime Minister and Minister of National Economy of Kazakhstan, said at the expo's opening ceremony, "For Kazakhstan, Xinjiang is not only a close neighbor and partner, but also a very important gateway to China's vast market. Over the years, Xinjiang has served as the main center and hub for Kazakhstan and China in border trade, logistics and industrial cooperation. It is the logistics route connecting Kazakhstan and China, and also ensures transit transport between Asia and Europe."

The same sentiment came from Abulaiti Maimaiti, President of the Xinjiang Office of the UAE-China Chamber of Commerce, who had attended all eight previous expos on

"For Kazakhstan, Xinjiang is not only a close neighbor and partner, but also a very important gateway to China's vast market."

—Serik Zhumangarin, Deputy Prime Minister of Kazakhstan

behalf of the businesses of the United Arab Emirates (UAE). "Every session has changes and highlights. Xinjiang has not only risen as a major national renewable energy base but has also become a hub connecting Central Asia and radiating to Europe," he said. His advice to first-time attendees was direct: "Xinjiang is vast. Don't get to know it through screens and text alone. Come see its development and changes for yourself."

Xinjiang has outgrown its traditional role as a transit point only to Central Asia and Europe. Zhou Hong, chief representative of the Hong Kong Trade Development Council (HKTDC)'s western China office, told *Xinjiang Daily*, "Hong Kong, as a trade hub ►



Visitors learn about a drone at the China-Eurasia Expo in Urumqi on June 27 (VCG)

and financial center, has enormous room for cooperation with Xinjiang.”

This year, the Hong Kong Special Administrative Region delegation brought more than 100 business representatives, and the HKTDC set up a dedicated Hong Kong pavilion for the first time.

“Moving forward, Xinjiang can leverage its geographical advantages to work in tandem with Hong Kong for two-way empowerment and two-way connectivity—linking to European and ASEAN markets while radiating to Central Asia and the Middle East. This would create a comprehensive, multi-tiered logistics and supply chain system, positioning Xinjiang as a hub that connects both domestic and international markets,” Zhou added.

Gateway of opening up

The expo showcases the result of years of effort by Xinjiang to advance high-standard opening up across infrastructure, transportation, policy frameworks, administrative procedures and technology.

The Xinjiang Pilot Free Trade Zone (FTZ), established in November 2023, has been a significant catalyst. According to statistics from the Department of Commerce of Xinjiang, the FTZ has produced innovations across trade facilitation, investment liberalization, financial openness and government administration.

The impact is felt on the ground. In the FTZ’s Urumqi area, a project approval reform has slashed investment approval time from three months to as few as 10 days.

“From submitting the application to breaking ground, it took only 10 days. Every step moved faster than we expected,” Zhao Cheng, project manager of a residential development project launched by the Xinjiang Production and Construction Corps (XPCC) 12th Division in the Urumqi FTZ area, told *Xinjiang Daily*. The XPCC is a quasi-military, governmental organization in Xinjiang.

Beyond the headline-grabbing policy reforms, the expo itself has become an institutional platform that channels year-round momentum. The human dimension of opening up, however, is best witnessed beyond the expo’s convention halls. At the Huoerguosi International Border Cooperation Center, the first cross-border economic cooperation zone between China and Kazakhstan, the daily flow of shoppers tells a story of grassroots connectivity. According to customs statistics, the center processed over 3 million border crossings in the first five months of 2026, while the year 2025 saw a record high of 9.99 million border crossings. By allowing citizens from third countries to enter with valid documents, the center has further expanded its role as a hub for cross-border exchanges.

Along Xinjiang’s border ports, the “border resident mutual



Visitors check out products at the booths of African countries at the China-Eurasia Expo in Urumqi on June 27 (VCG)

trade plus bonded processing” model has turned small-scale shopping into a scalable industry. Under national policy, each border resident is entitled to a daily duty-free quota of 8,000 yuan (\$1,176) for cross-border purchases. In Tacheng Prefecture alone, according to local government data released in April, more than 9,200 border residents had been registered under the mutual trade program, with 29 cooperatives established, generating cumulative direct income of over 790,000 yuan (\$116,500) for local participants. The model allows villagers to pool their quotas and channel goods into centralized processing facilities, directly benefiting farming and herding communities along the frontier.

In Kashi (Kashgar), a growing hub for Central Asian e-commerce, the direct clearance model has slashed export customs processing time from three to five days to under 24 hours. The city’s foreign trade exceeded 116 billion yuan (\$17 billion) in 2025, according to local government reports. The faster clearance, combined with pilot programs such as “TIR (a customs transit system enabling goods to flow across borders created by the International Road Transport Union) plus cross-border e-commerce” international road transport launched in early 2026, has made Kashi an increasingly attractive gateway for businesses



targeting Central and South Asian markets. For the border communities that power this trade, the policy dividends translate not into abstract statistics, but into tangible improvements in daily livelihoods.

Xing Tao, Director of the Department of Commerce of Xinjiang, told reporters that the expo is being integrated with the FTZ's three sub-zones in Urumqi, Kashi and Huoerguosi to form a "complete loop" of attraction, retention and growth. "This year's expo strictly vets exhibitor access, brings in top-tier enterprises—over 300 from *Fortune* Global 500, China 500, central SOEs and hi-tech firms—and focuses on low-altitude economy, AI and digital economy," he said.

The results of these reforms ripple beyond the FTZ itself. The "highway port plus local direct clearance" model, first piloted in Kashi and Huoerguosi, has now been rolled out to all eight of Xinjiang's highway ports, compressing export clearance time from five days to just one. At the railway ports of Alashankou and Huoerguosi, a "smart railway port plus rapid clearance" system allows customs processing to begin before trains even cross the border.

"We pushed reforms in cross-border logistics with a 'three-step' approach across rail, road and air," Li Kaiyi, Deputy Director of Urumqi Customs, told a press conference marking

the FTZ's second anniversary. "In the first nine months of 2025, Huoerguosi road port saw freight volume surge by 180 percent year on year."

Meanwhile, the infrastructure is strengthening. According to statistics from the Department of Transport of Xinjiang, Xinjiang now operates 19 open ports and 28 civil airports—the most of any provincial-level region in China—and more than 9,500 km of railway lines.

Zhou Chao, Deputy Director of the Executive Committee of the Ninth China-Eurasia Expo and Deputy Secretary General of the People's Government of Xinjiang Uygur Autonomous Region, told a press conference in early June that the region is building an optimized "123 express logistics circle"—one day within Xinjiang, two days within China, and three days to Central Asian countries. "We are accelerating the construction of the China-Kyrgyzstan-Uzbekistan railway and the third China-Kazakhstan cross-border railway, turning Urumqi, Huoerguosi and Alashankou into smart port models," he said.

On the rail front, according to statistics from Urumqi Customs, more than 10,000 China-Europe (Central Asia) freight train transits have been made annually for six consecutive years, accounting for more than half of the national total. The product mix has also evolved. In earlier years, trains carried mostly small commodities and machinery. Today, solar photovoltaic modules, auto parts, smart electronics and new-energy vehicles make up an increasing share.

The shift is perhaps best captured in the numbers: According to statistics from Urumqi Customs, Xinjiang's foreign trade hit 520.37 billion yuan (\$77 billion) in 2025, up 19.9 percent year on year, ranking first nationally in growth rate. During the 14th Five-Year Plan period (2021-25), the region's total trade surpassed 1.71 trillion yuan (\$251 billion), up 144.3 percent from the previous five-year period.

Looking ahead, Xinjiang will continue to play an even greater role in China-Central Asia cooperation.

"We will further leverage our commercial strengths to support Xinjiang in deepening foreign economic and trade cooperation, using high-quality commercial development to help Xinjiang integrate into the country's broader opening-up strategy," Zhang Dong, Deputy Director of the Department of Eurasian Affairs at the Ministry of Commerce of China, told a press conference in Beijing on June 9, prior to the expo. "We welcome all parties to actively make use of this expo as a broad platform for in-depth exchanges, tapping potential and expanding cooperation, to share in the new opportunities of Xinjiang's opening up and development." **XT**



Visitors shop for products at the Nigeria Pavilion during the Ninth China-Eurasia Expo in Urumqi on June 29 (XIANG YUTING)

IN FOCUS

MAKING OPENNESS TANGIBLE

How the Ninth China-Eurasia Expo brought international cooperation closer to everyday life

By Xiang Yuting

I

Inside one of the international pavilions at the Ninth China-Eurasia Expo, glass display cases sparkled with jewelry. Green jade bracelets, colorful gemstone necklaces and loose stones for custom-made rings were neatly arranged under the lights. A Chinese customer selected a jade bracelet and paid the bill via Alipay, a mobile payment

app popular in China.

The scene unfolded at the expo, held from June 25 to 29 at the Xinjiang International Convention and Exhibition Center in Urumqi, capital of Xinjiang Uygur Autonomous Region. Themed New Opportunities of Silk Road, New Vitality for Eurasia Cooperation, this year's expo featured six major exhibition zones, covering investment cooperation, Silk Road cooperation, new quality productive

forces, industries with distinctive strengths, green development and cultural tourism integration.

According to Li Hongqi, Deputy Director of the Department of Commerce of Xinjiang Uygur Autonomous Region, both the scale and profile of this year's event reached record highs. Representatives from 49 countries, regions and international organizations participated in the expo, with 27 countries setting up national pavilions. The United Arab Emirates, the Republic of Korea, Russia and Thailand all established national pavilions for the first time.

More than 3,100 domestic and overseas institutions and enterprises took part, including over 300 central state-owned enterprises, *Fortune* Global 500 companies and specialized and innovative firms. The expo also attracted 25,700 professional buyers and business representatives from China and abroad.

Regional cooperation and connectivity are promoted at the expo.

Closer than before

Xinjiang borders Central Asia and serves

as an important gateway linking China with markets across Eurasia. As China's major opening-up window to the west, the region has long stood at the forefront of economic and trade cooperation between China and Central Asian countries while increasingly attracting businesses and entrepreneurs from Russia and other Eurasian countries eager to tap into the opportunities of the Chinese market.

At this year's expo, an Export to China event dedicated to Kazakhstan, themed Good Neighborliness, Mutual Benefit and a Shared Market, drew broad participation from businesses. From food products and consumer goods to specialty items, a growing number of Kazak companies are looking to use the platform to further expand their sales in China.

During the expo, Kazakhstan's Deputy Prime Minister and Minister of National Economy

Serik Zhumangarin described Xinjiang as "not only a close neighbor and partner, but also a very important gateway to China's vast market." He said Xinjiang has, for many years, been the principal hub for border trade, logistics and industrial cooperation between Kazakhstan and China. As a key logistics corridor connecting the two countries, it also helps facilitate transit transportation between Asia and Europe. "The China-Eurasia Expo provides a unique opportunity to establish new business ties, find reliable partners and launch promising projects," he said.

Such connections are increasingly extending beyond official exchanges and taking shape in vivid, practical ways.

At a matchmaking event for Chinese companies seeking opportunities in Central Asian markets, some Kazak buyers "visited" the expo remotely through livestreaming and cloud-based connections. They browsed products online, negotiated with suppliers and conducted business meetings in real time. Digital technologies are steadily breaking down geographical barriers and making trade and commercial exchanges across Eurasia more efficient and convenient.

For Van Svetlana, head of the Russian National Pavilion and a first-time participant in the China-Eurasia Expo, the strongest impression came from person-to-person interactions.

"The people of Xinjiang are incredibly warm and hospitable, and they have left me with wonderful memories," she said, adding that she hopes to return to Xinjiang every year and establish long-term partnerships here.

Walking through the international pavilions, visitors could hardly miss another change taking place. More and more foreign exhibitors have become familiar with the shopping habits of Chinese consumers. Many of the business representatives use Chinese mobile payment systems, livestream promotions and online communication tools with ease. Meanwhile, Chinese consumers are getting to know products, traditions and lifestyles from different countries through every purchase and conversation.



The Tajikistan Pavilion at the Ninth China-Eurasia Expo in Urumqi on June 29 (XIANG YUTING)

Relationships once defined simply by proximity on a map are gradually evolving into market connectivity and growing familiarity between people.

A glimpse of tomorrow

If the international pavilions offered visitors a glimpse of increasingly close ties between China and countries across Eurasia, other sections of the expo presented a different vision—one that looks toward the future.

For the first time, this year's China-Eurasia Expo established a dedicated zone for new quality productive forces, focusing on emerging industries such as AI, the digital economy, the low-altitude economy and biomanufacturing.

Cutting-edge technologies, including intelligent biomimetic robots, large low-altitude aircraft and integrated computing infrastructure, drew crowds of visitors eager to watch demonstrations and experience new technologies firsthand. Application scenarios ranging from plateau transportation and energy inspection to emergency response, multilingual cross-border interaction and urban governance were recreated inside the exhibition halls.

Presented through immersive themes and real-world scenarios, the exhibits illustrated how technological innovation is supporting industrial transformation. More importantly, they demonstrated a shift from displaying futuristic concepts to showcasing technologies already finding practical applications.

According to Li, a number of technology enterprises from Jiangsu Province, Zhejiang Province, Shanghai and Guangdong Province made a concentrated appearance at the expo, offering comprehensive displays of achievements in smart manufacturing, smart cities, smart agriculture and smart logistics. Together, they brought digital solutions powered by AI and demonstrated how AI is being applied across a wide range of industries in Eurasia.

Yet the future on display is not only technological. It is also increasingly green and sustainable.

The Green Development Zone and Green Services Zone brought together companies specializing in new energy, new materials, green building materials, green mining, green finance and high-efficiency energy-saving equipment manufacturing. Advanced environmental protection equipment, resource recycling technologies and ecological restoration solutions were among the products and technologies on display.

Low-carbon development was not confined to exhibition booths. It was embedded in the very organization of the expo itself.

The main venue was powered entirely by clean electric-





Visitors examine a quadruped robot developed by Deep Robotics at the Ninth China-Eurasia Expo in Urumqi on June 29 (XIANG YUTING)



Local residents show products they purchased at the Ninth China-Eurasia Expo in Urumqi on June 29 (XIANG YUTING)

ity, consuming approximately 1.5 million kilowatt-hours of green power during the event. Organizers promoted modular and recyclable exhibition structures, paperless conference services, waste sorting and recycling, and low-carbon transportation. A Green Booth Award was also introduced to encourage exhibitors to use recyclable and renewable materials.

Here, innovation and sustainability were not abstract concepts. They became visible and tangible experiences that visitors could see and feel for themselves.

Beyond the exhibition halls

“We originally came here to attract business partners. We didn’t expect our products to sell so well,” said Liu Huanzhong.

By noon on June 27, Liu, a member of the China Chamber of International Commerce and legal representative of Suifenhe Tianyou Zhonghua Economic and Trade Co. Ltd., had

already sold out all the honey, candies, chocolates and biscuits he had brought to the expo and had to urgently contact distributors for additional supplies.

For many residents of Urumqi, the China-Eurasia Expo is far from a distant international economic event. Instead, it has become a vibrant consumer festival taking place right on their doorstep.

This year’s expo featured a Quality Consumption Zone that brought together Xinjiang’s specialty products, China’s time-honored brands, smart home products and lifestyle goods. A series of citywide activities under the Premium Foreign Trade Products in China (Xinjiang Stop) initiative allowed residents to enjoy a diverse range of high-quality products without leaving the city.

Among the most talked-about innovations was the booming “ticket economy.” Expo tickets and exhibitor credentials were transformed into vouchers carrying various consumer benefits. Through digital service platforms, visitors could simply tap their mobile phones to receive coupons redeemable at shopping malls, restaurants, hotels and gas stations throughout the city.

At the same time, more than 60 local specialty stores launched free giveaways and exclusive discounts, while public summer concerts and cultural performances enlivened the city’s nighttime economy and added to the festive atmosphere.

From cross-border transactions inside international pavilions to glimpses of future industries in technology exhibition zones, and from bustling consumer experiences in urban shopping districts to citywide cultural events, the China-Eurasia Expo is making openness and cooperation increasingly concrete—something that people can see, experience and actively participate in. **XT**