

Yiwu Shines on World Stage: Bridging Cultures Through Commerce



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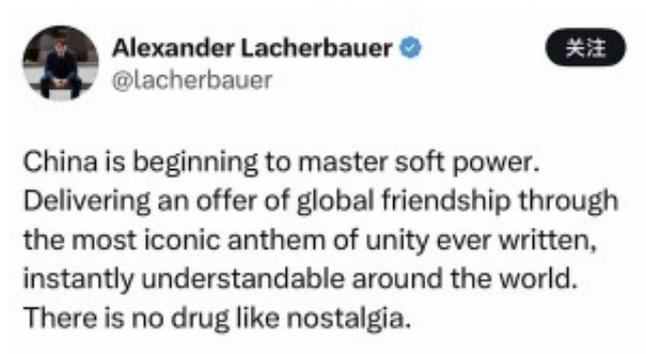
When Jackie Chan and Lionel Richie joined hands to perform *We Are the World* on the stage of the 2026 CMG Spring Festival Gala, the melody traveled across mountains and seas before settling over the vibrant city of Yiwu. In that moment, Chinese and international cultures converged, ushering in the spirit of the New Year. The eight-minute Yiwu segment became one of the Gala's highlights, presenting a spectacular fusion of commercial dynamism, cultural inclusiveness, and global connectivity—allowing “World's Yiwu” to shine on the international stage.

Beneath the global attention lies Yiwu's solid development strength: In 2025, its total import and export volume exceeded 836.5 billion yuan, with cross-border e-commerce imports surpassing 100 million orders; more than 30,000 foreign merchants are active in Yiwu every day, and over 11,000 foreign-funded business entities are registered here; the number of trips operated by the China-Europe Railway Express Yiwu Line has been rising steadily, opening up a major commercial and logistics artery between Asia and Europe; the Global Digital Trade Center was officially put into operation, and the transaction volume of digital trade platforms hit a new record high, continuously improving the efficiency of "Buy Global, Sell Global". Every frame on the Spring Festival Gala stage is a true epitome of Yiwu's

daily development; every spark of vitality in the footage is vivid proof of the city's in-depth connection with the world.

From its origins as the “hub of small commodities,” Yiwu has developed into a complete and highly efficient commercial ecosystem. A merchant renting a stall in the International Trade Market can arrange everything—from renovation to furniture—within a single trip upstairs and downstairs. The city's mature infrastructure, evolving supply chains, expanding ports, and the strong reputation of Yiwu traders overseas all contribute to its resilience. Within even the smallest products lie global business opportunities; their reach senses both the pulse of world markets and the emergence of new trends. From major sporting events to international expos, “Made in Yiwu” products consistently see surging orders and often set global consumer trends.

Today, Yiwu is crafting a distinctive Chinese narrative of how a city connects with the world. It extends not only an open invitation but also builds bridges and dissolves barriers, ensuring that every visitor from afar finds comfort and belonging. Through Yiwu, global guests encounter a more authentic and vibrant China—experiencing sincerity in everyday life and gaining a deeper understanding of contemporary China through firsthand engagement.



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