

Yiwu's Spring Festival Gala Moment Amazes the World



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On the evening of February 16, Chinese New Year's Eve, Yiwu sub-venue of the 2026 Spring Festival Gala made a spectacular debut. With an ingeniously designed stage, culturally rich storytelling, and an open, international vision, the Yiwu segment presented an artistic feast blending culture, commerce, technology, and global elements—creating a shining “Yiwu Moment” on the Gala stage.

As CMG host Guo Ruotian and Zhejiang TV host He Chuan appeared on the main stage at the Yiwu Global Digital Trade Center, a single feather opened the show, illuminating a celebration that fused millennia-old heritage with contemporary dynamism.

Flowing lights revealed the ink-wash landscapes of Dwelling in the Fuchun Mountains, while the feather swept past landmarks such as Da'an Temple Pagoda, Jiming Pavilion, and the International Trade Market, evoking Yiwu's thousand-year cultural legacy.

Known as the “World Supermarket,” Yiwu’s commercial DNA formed a vibrant backdrop. The bustling Yiwu market was authentically recreated on stage.

In scenes set within the International Trade Market, the sounds of barcode scanners, calculators, and packing tape blended into a lively “symphony.” Shop owners deftly negotiated deals, international merchants interacted with buyers, and packers sealed boxes in fluid motions, vividly portraying the complete trade chain from display and bargaining to packaging and shipment, capturing the everyday dynamism of Yiwu’s “ocean of small commodities.”

Yiwu's global vision was fully on display. Jackie Chan joined children and Lionel Richie in a heartfelt duet, while artists from high-quality Belt and Road cooperation countries harmonized virtually.

Their voices followed the China-Europe Railway Express across mountains and seas, blending the festive spirit of the Chinese New Year with global melodies. Drones formed the words "Affection and Integrity, World Yiwu" in the night sky as fireworks illuminated the stage. This cross-border chorus embodied the idea of "Chinese New Year, the World's Stage," showcasing Yiwu's inclusiveness and confidence as an international trade hub and reflecting the poise of a major global nation.

By uniting cultural strength with a shared global vision, the Yiwu segment conveyed a message of harmony and collaboration. After its broadcast, it sparked widespread acclaim, with citizens and netizens praising Yiwu's journey from humble "feather for sugar" beginnings to a city radiant with promise. This Spring Festival Gala spectacle etched a lasting "Gala memory" for Yiwu—and allowed the world to witness its past, present, and future.



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