

China's first Shandong Liaocheng Green Expo showcases vegetable industry

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The first Shandong Liaocheng Green Vegetable Expo was held in Shenxian County of China. With a theme of "Green, Technology, Health and Sharing", the expo has highlighted the achievement transformation, promotion and application of agricultural science and technology, with an aim to fully show the evolution and achievements of Shenxian County's vegetable industry. The influence of Shenxian County keeps rising as the "No. 1 county of vegetables in China", while the brand awareness of "Shenxian County's vegetables" keeps growing.

The expo this year consists of six segments such as Digital Agriculture, Intelligent E-commerce and Green Agricultural Capital, attended by 350-plus enterprises, showcasing more than 2,000 types of products of over 800 brands, which has set a new record in the scale of the exhibition. In order to enhance the exhibition visiting experience to the largest extent, the expo organiser has elaborately set up the two exhibition areas of an indoor exhibition of selected products and an outdoor comprehensive exhibition and created the nation's first outdoor physical exhibition hall of practical agricultural facilities and greenhouses. Meanwhile, there would also be other activities such as China (Shenxian County) Summit Forum on the High-quality Development of Green Vegetables, an e-commerce live-streaming competition, a promotion event of quality products exhibited by Western Shandong, a Special Gourmet Festival and a competition fair of muskmelons so that the visitors could have a wonderful experience from different perspectives.

As an important window to showcase the development of Shenxian County's agriculture, the expo has been renamed as the first Shandong Liaocheng (Shenxian County) Green Vegetable Expo with the approval from the People's Government of Shandong in 2023, after it was held for ten times. The rank and scale of the expo this year have been raised greatly, which

is playing an increasingly important role in such aspects as the achievement of transformation of agricultural science and technology, the demonstration of advanced production modes, the promotion of practical technologies, the trading of famous, quality, innovative and special products and the exchange and cooperation at home and abroad and is becoming an influential agricultural event in China, according to News Office of the People's Government of Shenxian County.