



Left: A display of "The brightness of science" at Illumina's booth at CIIE 2024. Below: The Illumina MiSeq i100 System on display at the expo. Photos by Illumina

## Illumina showcases innovations at the 7th China International Import Expo

*The event empowers precision medicine and local innovation through strategic partnerships and cutting-edge technology*

AT THE SEVENTH China International Import Expo (CIIE)<sup>1</sup> this November in Shanghai, Illumina showcased a range of forward-thinking technologies, products, and solutions aimed at empowering partners across industries.

The theme of Illumina's booth was "Illuminate the future, pave new endeavors," organized around four topics: technology, science, human health, and genomics for good. The design called the most attention to the company's flagship high-, medium-, and low-throughput sequencing systems, as well as leading innovations like the groundbreaking genomics algorithm PrimateAI-3D. Engaging activities throughout the expo drew participation from leading researchers and clinicians in oncology, large national genomics initiatives, reproductive health, microbiology, agriculture, and more.

[Watch the video at youtube.com/watch?v=88wUXOgQzxc](https://www.youtube.com/watch?v=88wUXOgQzxc)

Illumina's newest sequencing systems, the MiSeq i100 Series, made a significant splash at the expo. Their impressively short run times, room-temperature reagent storage and shipping, and seamless user

experience help put the systems in a prime position to make next-generation sequencing accessible to Chinese laboratories of all sizes.



On the first day of the expo, Illumina signed agreements with the first batch of Chinese customers of the MiSeq i100 Series and announced plans to accelerate local manufacturing of the systems. The company also revealed increased investment in China, including the

1. [ciie.org/zh/en](https://www.ciie.org/zh/en)

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establishment of a new Customer Experience Center in Beijing and initiatives to localize production of its latest technology. These efforts aim to enhance collaboration, improve the customer experience, and support both local innovation and international cooperation.

Ever since it entered the Chinese market, Illumina has been committed to advancing scientific and clinical innovation in the region. At this year's CIIE, Illumina signed 15 major agreements with leading Chinese research, clinical, and commercial partners, simultaneously facilitating the introduction of the latest global technologies and practices to the Chinese market and promoting Chinese innovations on the global stage.

Some of these collaborations will contribute to innovation in the biotech industry of the Guangdong-Hong Kong-Macao Greater Bay Area, including Peking Union Medical College Hospital,<sup>2</sup> Shanghai Sci-Tech Inno Center for Infection and Immunity,<sup>3</sup> Westlake University,<sup>4</sup> Beijing Changping Life Valley Biological Sample Transformation Research Institute,<sup>5</sup> and the China Alliance for Rare Diseases.<sup>6</sup> And as part of a strategic investment in China's pharmaceutical market, Illumina

formed a new partnership with China Pharmaceutical Innovation and Research Development Association.<sup>7</sup>

Jenny Zheng, senior vice president and general manager of Greater China at Illumina, emphasized the importance of CIIE for the company, saying: "CIIE serves as an open and inclusive platform that creates unparalleled opportunities for exchange and cooperation. Through the strategic partnerships established at this year's expo, Illumina aims to foster collaboration across the industry while actively exploring and expanding our solutions to better meet local demand. Our goal is to further empower the development of precision medicine and DNA sequencing in China, opening a new chapter for life sciences in the country."

Illumina also demonstrated its commitment to sustainability with an environmentally friendly booth design, constructed from 60% renewable, reusable, or recyclable materials; and over 90% of the booth's exhibits were reusable.

And looking to the future, as a testament to its ongoing commitment to the region, Illumina was one of the first companies to sign up for the eighth CIIE in 2025. ♦

2. [pumch.cn/en/introduction.html](http://pumch.cn/en/introduction.html)

3. [sicii.org.cn](http://sicii.org.cn)

4. [en.westlake.edu.cn](http://en.westlake.edu.cn)

5. [lifevalley.org.cn](http://lifevalley.org.cn)

6. [chard.org.cn/about](http://chard.org.cn/about)

7. [en.phirda.com/about.html](http://en.phirda.com/about.html)

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