



Sichuan Province, located in southwestern China, is renowned for its profound historical heritage, vibrant culture, and dynamic economic development. As one of China's key economic and cultural hubs, Sichuan is home to UNESCO World Heritage sites such as the Giant Panda Sanctuaries, the Leshan Giant Buddha, and Jiuzhaigou Valley. The province is also celebrated as the "Land of Abundance" for its fertile lands and rich culinary tradition, famously represented by Sichuan cuisine.

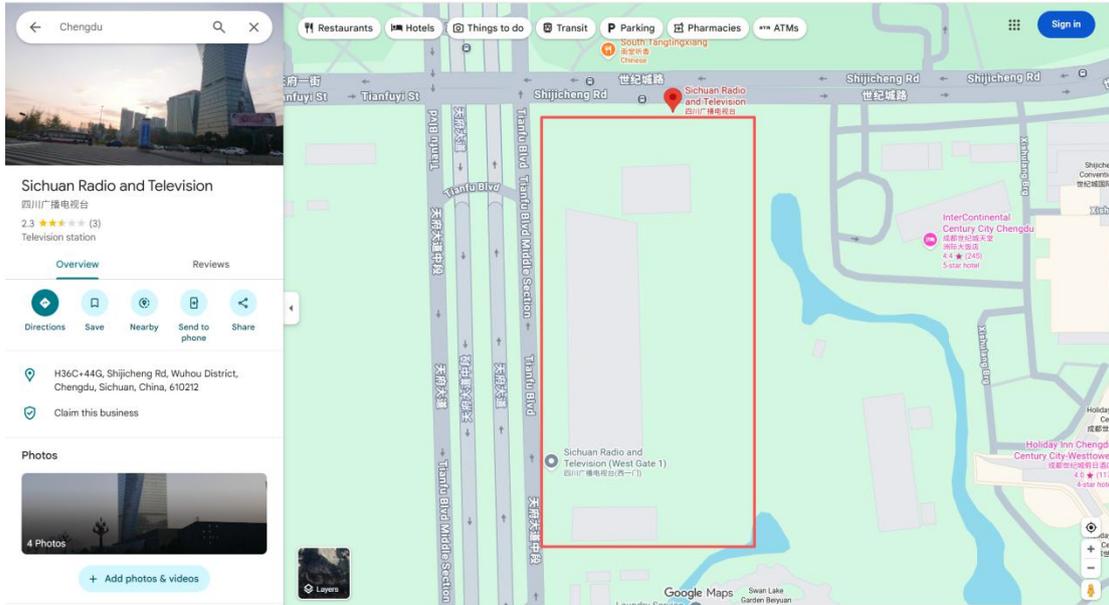
Its capital, Chengdu, is a pivotal center for technology, commerce, finance, transportation, and culture in Southwest China. Renowned as a National Central City and the "City of Gastronomy," it blends profound historical heritage with dynamic modern development. In recent years, Chengdu has successfully hosted several major international sporting events, demonstrating its exceptional capability in organizing large-scale activities and its vibrant public sports culture. Landmarks such as Kuanzhai Alley and the Chengdu Research Base of Giant Panda Breeding collectively shape its unique charm as the "Leisure Capital." Chengdu is well-connected to domestic and international cities via an extensive metro network, two international airports, and high-speed rail hubs.

### **Conference Venue**

**Address:** No. 66 Shijicheng Road, High-Tech Zone, Chengdu, Sichuan, China

The main venue for the conference is **Sichuan Media Group (SCMG)**. Located in the Chengdu High-Tech Industrial Development Zone, it is a leading comprehensive media organization and content production base in Sichuan. The campus houses internationally standard studios, state-of-the-art production and broadcasting facilities, and professional conference spaces, providing an ideal environment for the various forums, exhibitions, and networking activities of this conference.

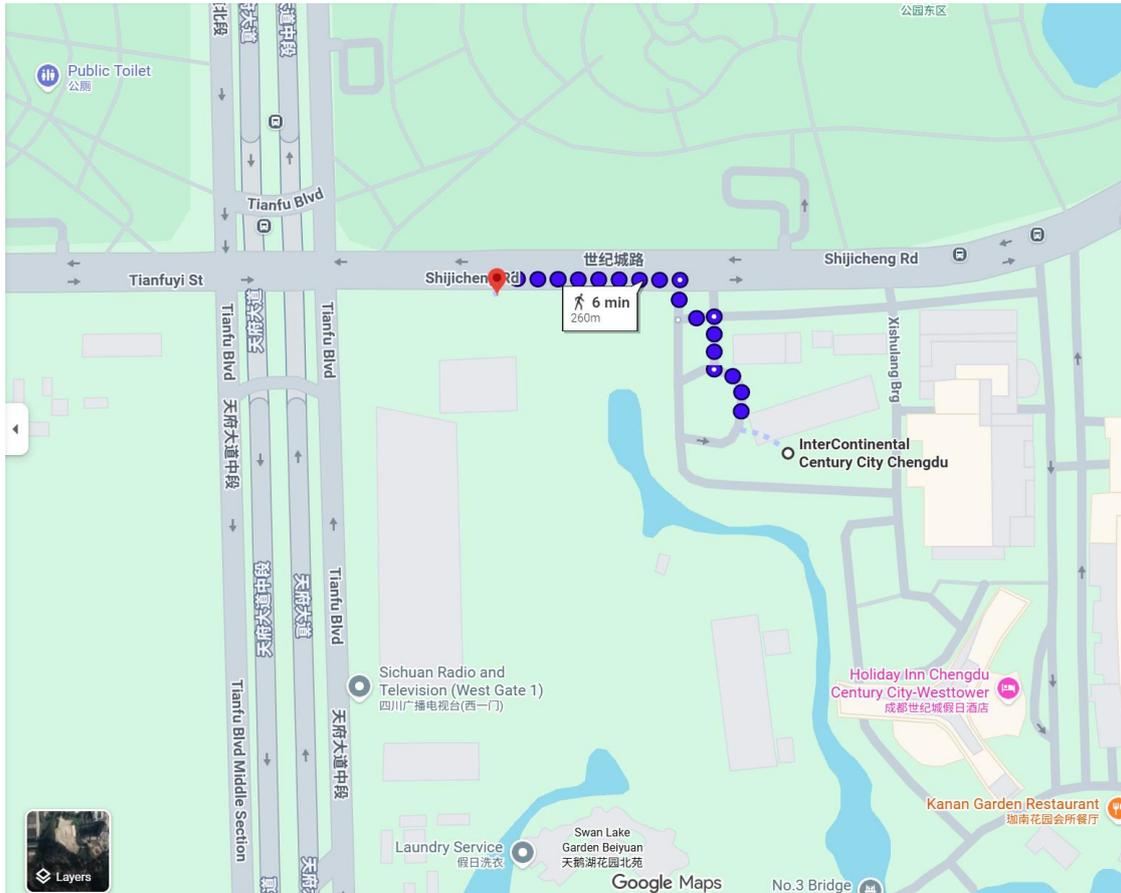
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**Recommended Nearby Accommodation**

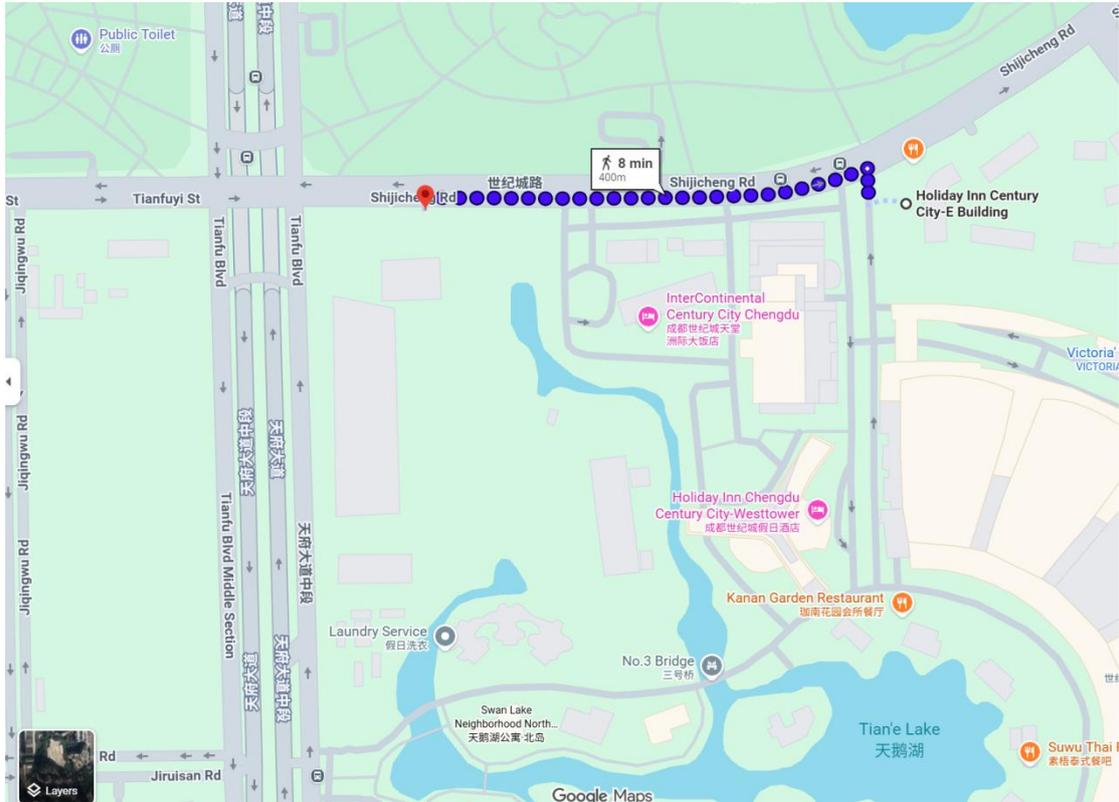
**1、 InterContinental Century City Chengdu: 6 mins Walk**

**Address:** No. 88 Shijicheng Road, High-Tech Zone, Chengdu (Within Century City International Convention & Exhibition Center)



## 2、 Holiday Inn Chengdu Century City (East Tower):8 mins Walk

**Address:** No. 198 Shijicheng Road, High-Tech Zone, Chengdu



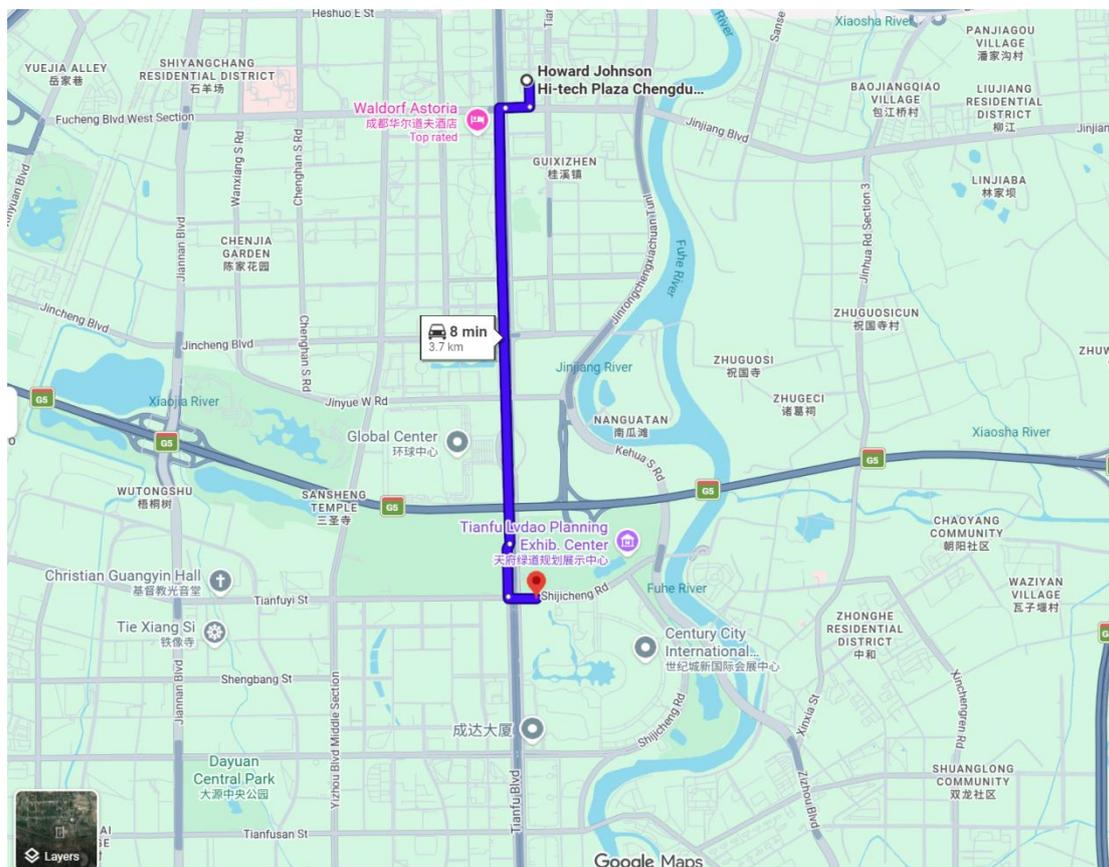
## 3、 Holiday Inn Chengdu Century City-( West Tower):12 mins Walk

**Address:** No. 208 Shijicheng Road, High-Tech Zone, Chengdu



#### 4、 Howard Johnson Hi-Tech Plaza Chengdu: 8 mins by Taxi.

**Address:** No. 36 Tianhui Road, High-Tech Zone, Chengdu



#### Air Travel

Chengdu is served by two major international airports: **Chengdu Tianfu International Airport (TFU)** and **Chengdu Shuangliu International Airport (CTU)**. Both airports are operated by numerous domestic and international airlines, with routes covering major global cities and Asia-Pacific hubs, offering abundant flight options for international attendees.

#### Airport Facilities

Both airports offer comprehensive passenger facilities, including duty-free shops, a variety of dining options, currency exchange, ATMs, VIP lounges, and free Wi-Fi. Clear signage and multi-language service counters are available to assist passengers.

#### Transport from Airports to the Conference Venue

- 1、 From Chengdu Tianfu International Airport (TFU): Travel Time:** Approximately 50-70 minutes (depending on traffic). **Estimated Fare:** Approximately RMB 120-180. **Options:** Taxi, ride-hailing apps (e.g., Didi Chuxing), or airport shuttle bus + metro Line 18/taxi.
- 2、 From Chengdu Shuangliu International Airport (CTU): Travel Time:** Approximately 30-50 minutes (depending on traffic). **Estimated Fare:** Approximately RMB 60-100. **Options:** Taxi, ride-hailing apps (e.g., Didi Chuxing), or Metro Line 10 + transfer.

### **City Transportation**

- 1、 Chengdu has an extensive metro network covering main urban areas and attractions. Attendees are advised to use the “Tianfutong” transport card or mobile payment.
- 2、 Apps like “Didi Chuxing” are widely used in Chengdu and serve as convenient supplementary transport options.

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