

 Exclusive

# South China's Maoming showcases culture and trade ambitions in Guangzhou



2025-04-12

Source: GDToday

Editor: Cheryl

The coastal city of Maoming, in South China's Guangdong Province, took center stage on April 11 as it showcased its economic potential and cultural heritage at a promotional event.

Held in Guangzhou, the provincial capital, the 2025 Maoming Landscape and Food Culture Promotion blended photography exhibitions, traditional craftsmanship, and signature cuisine to highlight the city's ambitions for deeper regional and international engagement.



2025 Maoming Landscape and Food Culture Promotion is held on April 11 in Guangzhou, the capital city of South China's Guangdong Province. (Photo: Liu Xiaodi/GDToday)

The "Maoming Cultural and Scenic Photography Exhibition" offered a vivid window into the region's landscapes and daily life, featuring images ranging from misty tea gardens to the dramatic return of fishing boats under vast blue skies.



Agricultural products like Huajuhong (a prized traditional medicine), lychees, and agarwood were showcased alongside handicrafts and specialty foods from across the region. At the intangible cultural heritage market, international guests admired intricate miniature betel nut carvings, woodblock prints, and live puppet performances accompanied by Cantonese opera.

Maoming's GaoLiang cuisine was another standout. Originating in GaoLiang County with a history stretching back more than 1,900 years, this culinary tradition blends the distinct flavors of Cantonese, Hakka, and Chaoshan cuisines. Celebrated for its authenticity and freshness, GaoLiang cuisine is often hailed as the fourth major culinary style of Guangdong.

"In Guangdong, you eat well—in Maoming, you eat fresh," said Wang Xiaohui, vice mayor of Maoming, emphasizing the city's dedication to seasonal and locally sourced ingredients.



Guests sample specialty products from Maoming at 2025 Maoming Landscape and Food Culture Promotion held on April 11 in Guangzhou, the capital city of South China's Guangdong Province. (Photo: Liu Xiaodi/GDToday)

### Connecting with global markets

The event also aimed to boost investment and trade, with city officials unveiling 60 key projects spanning tourism, agriculture, and emerging industries. Signed agreements in the cultural tourism sector reflect a diverse range of initiatives, including coastal resorts, the revitalization of intangible heritage, and integrated rural tourism complexes. City officials emphasized growing ties between Maoming, the Guangdong-Hong Kong-Macao Greater Bay Area, and global markets.

A representative from a Maoming-based agarwood enterprise shared insights with GDToday: "This essential oil is very popular in the Middle East. People there love fragrances, and our agarwood differs from their local frankincense—its unique qualities give us a competitive edge." The company now primarily exports to Dubai, UAE, Saudi Arabia, and Oman.

Among the international attendees was Kaan Başkurt, the consul general of Türkiye in Guangzhou, who praised the city's charm and expressed hopes for sister-city ties and tourism cooperation during an interview with GDToday."We don't see China's rise as a threat—we see it as an opportunity for win-win cooperation," he said, highlighting Guangdong's economic dynamism and innovation.

The promotion was the first major international event at the Imperial Springs following its partnership with UNESCO, according to Chau Chak Wing, chairman of the Kingold Group and chair of the Asia-Pacific Region World Leadership Alliance–Club de Madrid President's Circle.

The event was part of this year's Imperial Springs International Food and Culture Festival, which, since 2022, has featured culinary-themed events highlighting traditions from China as well as countries such as South Korea and France.

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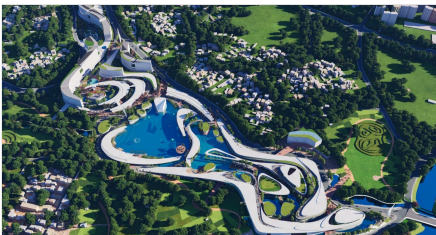
Ouyang Zixuan (intern) also contributed to the story.

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