Implementing Opinions of the Ministry of Commerce and Seven Other Departments on Accelerating the Development of AI Plus Consumption[1]

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The following Opinions are issued to implement the relevant arrangements set out in the Opinions of the State Council on Further Implementing the AI Plus Initiative and the Notice of the General Office of the CPC Central Committee and the General Office of the State Council on Issuing the Special Action Plan for Boosting Consumption, promote the deep integration of artificial intelligence and consumption, foster new sources of consumption growth and generate new momentum for consumption.

I. General Requirements

Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, fully implement the guiding principles of the 20th CPC National Congress and all plenary sessions of the 20th CPC Central Committee, and apply the new development philosophy in full, accurately and comprehensively. Give full play to China's strengths in its vast domestic market, extensive consumption scenarios and abundant consumption data resources. Accelerate the demonstration and application of new artificial intelligence products, services and scenarios, and promote the adoption of artificial intelligence in households and commercial establishments. Foster new sources of consumption growth and new growth drivers, stimulate the iterative improvement of new artificial intelligence technologies and products, open up new artificial intelligence industries and areas of development, and better meet the people's aspirations for a better life.

II. Enhancing AI Plus Goods Consumption

1. Expanding the supply of new artificial intelligence products. Improve mechanisms for the research and development of new artificial intelligence products, accelerate the introduction of next-generation artificial intelligence mobile phones, smart computers and smart televisions, and promote smart home products such as smart household appliances, kitchen and bathroom products and lighting, thereby advancing the upgrading and replacement of consumer electronics, home furnishing products and household appliances. Foster the smart wearables market,

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strengthen the research, development and promotion of new products such as artificial intelligence glasses, and prioritise the development of highly visible consumer applications, including real-time translation and mobile payments. Step up support for the development of intelligent connected vehicles, stimulate consumption of smart in-vehicle terminals, and develop an ecosystem of smart products connecting people, vehicles and homes across all scenarios. Promote the integration of artificial intelligence with brain-computer interfaces, augmented reality (AR), virtual reality (VR), mixed reality (MR) and other technologies, and develop and introduce a range of internationally leading new products with substantial consumer market potential.

2. Promoting consumption of artificial intelligence robots. Guided by market demand, support the research and development of humanoid robots with multimodal perception and the ability to adapt their problem-solving capabilities to different scenarios, and drive the iterative upgrading of quadruped, biomimetic and other robotic products. Focusing on key population groups, including older persons and children, accelerate demonstrations of the application of new artificial intelligence products, such as eldercare robots, companion robots and artificial intelligence assistants for daily living, and enhance their capabilities in emotional companionship, health monitoring, transfer and walking assistance, and smart household tasks.

3. Developing platforms for the launch of artificial intelligence goods. Ensure the successful organisation of the World Artificial Intelligence Conference, continuously enhance its international influence, and develop it into a showcase for artificial intelligence products and a platform for presenting Chinese solutions. Support first launches and first exhibitions of artificial intelligence goods, and make effective use of exhibition platforms, including the China International Import Expo, the China Import and Export Fair, the China International Consumer Products Expo and the Global Digital Trade Expo, to showcase new artificial intelligence products and services. Support artificial intelligence enterprises in establishing branded specialist stores and demonstration and experience centres, and in holding new product launch events. Organise an Artificial Intelligence into Households campaign.

III. Expanding AI Plus Services Consumption

4. Promoting AI Plus home services. Promote the intelligent upgrading of consumer services and raise the level of service standardisation. Accelerate the wider adoption of products such as smart sweeping and mopping robots, smart refrigerators and smart kitchen equipment, and provide personalised, intelligent services for household living. Develop digital homes and promote new models such as smart whole-home customisation. Study the inclusion of smart home and service applications in the guidelines for building good-quality housing, and accelerate the application of artificial intelligence technologies in such housing construction.

5. Accelerating AI Plus eldercare services. Improve the national eldercare service information platform and develop a nationwide integrated eldercare service network. Guide eldercare institutions in using artificial intelligence technologies, deploying information-based management,

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intelligent security and other technical systems, equipping themselves with products such as intelligent nursing robots and rehabilitation robots, and establishing dedicated display areas for smart eldercare products, so as to provide safe and intelligent eldercare services. Carry out paired collaborative research and development and pilot applications of intelligent eldercare service robots, and accelerate the validation and iterative upgrading of smart products in homes, communities and eldercare institutions. Undertake integrated home adaptations to incorporate smart technologies and meet the needs of older persons, and support purchases of intelligent equipment for the prevention of, and early warning against, safety risks.

6. Developing AI Plus culture and tourism. Promote the use of artificial intelligence to empower tourism and its deep integration throughout the service chain, including itinerary planning, ticketing, tour guiding and visitor information, and hotel reservations. Support the development of AI Plus on-site experience projects in cultural and tourism consumption settings, including national tourist attractions rated 4A or above and national clusters for night-time cultural and tourism consumption. Guide tourist attractions in equipping themselves with smart products, such as artificial intelligence glasses and earphones, and in providing AI Plus tour guiding and visitor information services. Actively promote the use of artificial intelligence to empower the development of cultural industries, encourage the use of artificial intelligence technologies to assist creative work in theatre, music, dance, fine arts and immersive experiences, and enrich the supply of high-quality cultural products.

7. Promoting AI Plus accommodation and catering. Accelerate the intelligent upgrading of the hotel industry, and promote the use of hotel service robots, voice-control systems in guest rooms, self-service check-in equipment and other applications. Apply artificial intelligence technologies to make hotel check-in services more convenient for visitors from outside the Chinese mainland. Guide the development of smart catering, promote smart canteens in government bodies, schools, hospitals and other institutions, and advance the use of intelligent equipment, including self-service meal collection lockers, smart recognition and payment systems, and self-service coffee machines.

8. Enhancing AI Plus education and teaching. Promote the use of artificial intelligence to support the development of China as a leading country in education. Undertake projects to develop generative artificial intelligence large models specifically for education and advance the practical application of large models beyond the classroom. Upgrade digital education infrastructure and establish exemplary smart classrooms. Promote the research and development of artificial intelligence educational terminal products, including AI-assisted learning assistants and intelligent teaching assistants, and develop new models of human-machine collaboration in education and teaching, such as intelligent learning companions and intelligent teachers. Enhance teachers' capabilities in digital and intelligent teaching and develop a new teaching workforce for the intelligent era.

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IV. Promoting AI Plus Commercial Innovation

9. Promoting AI Plus wholesale and retail. Accelerate the development of smart retail and implement the programme for retail innovation and upgrading. In conjunction with the renovation and upgrading of old neighbourhoods and industrial premises, promote the renovation of ageing shopping centres and the intelligent upgrading of pedestrian streets and commercial districts, and develop smart shops and smart commercial districts. Undertake the Thousand Markets and Ten Thousand Stores renovation and upgrading initiative, and promote the intelligent transformation of commercial facilities, including agricultural wholesale markets, fresh produce markets and commodity trading markets.

10. Advancing AI Plus e-commerce. Promote the deep integration of e-commerce and artificial intelligence, empowering operations, customer service, design, marketing, livestreaming and other activities across all scenarios and processes. Develop innovative immersive consumption scenarios, including livestreaming by digital humans and virtual experiences, and improve personalised consumer experiences, such as intelligent customer service and recommendations. Promote tools such as creative content generation and intelligent quality inspection systems to enhance operational efficiency. Encourage e-commerce platforms to establish dedicated AI Plus Consumption sections.

11. Promoting AI Plus logistics and delivery. Accelerate the development of smart logistics and, in conjunction with the overall planning of national logistics hubs and related infrastructure, support the development of smart logistics parks, ports and warehouses. Use artificial intelligence technologies to improve the three-tier intelligent logistics and delivery system covering counties, townships and villages. Promote logistics terminals, including self-service collection lockers and smart express parcel lockers and mailboxes, and extend logistics and delivery coverage in remote areas. Develop unmanned delivery in a prudent manner and conduct trials of equipment such as low-speed unmanned vehicles and unmanned aircraft in designated areas, including industrial parks, schools and mountainous areas.

V. Strengthening the Promotion of AI Plus Consumption

12. Developing AI Plus Consumption clusters. Guide international consumption centre cities, pilot cities for new forms, models and scenarios of consumption, and national pilot zones for innovative artificial intelligence applications in developing AI Plus Consumption clusters suited to local conditions. Establish a range of artificial intelligence experience centres and promote demonstrations of new artificial intelligence technologies, services and scenarios. Encourage innovation in models such as rental, sharing and trial use of artificial intelligence products, focusing on public settings including commercial complexes, pedestrian streets, tourist attractions, museums and eldercare institutions, and promote commercial application and wider adoption.

13. Innovating application scenarios. Develop guidelines for establishing AI Plus Consumption application scenarios, draw up a list of applications open for development in the AI Plus

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Consumption sector, and select exemplary AI Plus Consumption cases. Establish national pilot-scale testing bases for artificial intelligence applications in key consumer industries, and promote the deployment of high-value scenarios at scale and on a commercial basis. Organise AI Plus Consumption scenario-matching activities to facilitate the matching of supply and demand. Support innovation in the application of AI agents. Encourage the innovative development of artificial intelligence application scenarios through financial leasing and other means.

VI. Improving the Environment for AI Plus Consumption

14. Increasing fiscal and other financial support. Coordinate and make effective use of existing funding channels to promote the wider application of artificial intelligence technologies in the consumer sector. Effectively implement policies supporting purchases of new digital and smart products, and encourage local authorities to formulate and implement their own subsidy policies within the framework of consumer goods trade-in policies, prioritising support for the consumption of next-generation smart terminals and other products identified in the AI Plus Initiative. Make effective use of fiscal interest subsidy policies for personal consumption loans to support consumers in purchasing artificial intelligence-related products. Encourage financial institutions to develop financial products and services addressing consumers' financing needs for purchases of artificial intelligence products. Leverage the role of the national artificial intelligence industry investment fund to support the development of AI Plus Consumption.

15. Improving consumption infrastructure. In conjunction with pilot applications integrating vehicles, roads and cloud systems and related work, deploy urban intelligent facilities moderately ahead of demand to meet the application needs of intelligent connected vehicles, urban unmanned delivery vehicles and other users. Such facilities include intelligent roadside infrastructure, edge computing capacity and integrated traffic safety service and management platforms.

16. Improving the AI Plus Consumption standards system. Accelerate implementation of the Guidelines for Developing a Comprehensive Standardisation System for the National Artificial Intelligence Industry. Develop product standards for artificial intelligence terminals covering foundational technologies, safety and trustworthiness, interoperability and sector-specific applications. Establish standards and an assessment system for grading the level of intelligence of artificial intelligence terminals. Improve technical standardisation organisations in the AI Plus Consumption sector and accelerate the formulation of relevant standards. Promote interoperability across industries and brands and the alignment of standards and certification systems for domestic and foreign trade, and strengthen China's influence in international standard-setting.

17. Strengthening security safeguards. Strengthen cybersecurity, data security, content security and other security capabilities throughout the research and development, design, training, deployment and operation of large models in the consumer sector. Improve the regulatory

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mechanisms for AI Plus Consumption, strengthen the protection of consumer information, and improve governance measures concerning big-data algorithms, consumer fraud and other matters.

All relevant departments shall strengthen coordination and cooperation, increase policy support and work jointly to advance implementation. Relevant local departments shall adapt their efforts to local conditions, intensify innovation and exploration, and ensure that all measures are effectively implemented. The Ministry of Commerce, together with the relevant departments, shall establish a working mechanism to strengthen overall coordination, advance implementation in an integrated manner and oversee delivery; summarise experience as appropriate; and carry out publicity and promotion, thereby fostering a favourable social environment for the development of AI Plus Consumption.

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National Development and Reform Commission
Ministry of Education
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Ministry of Civil Affairs
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