



中国国际进口博览会

CHINA INTERNATIONAL IMPORT EXPO

文化展区 招展邀请函

Cultural Exhibition Area
Exhibitor Invitation

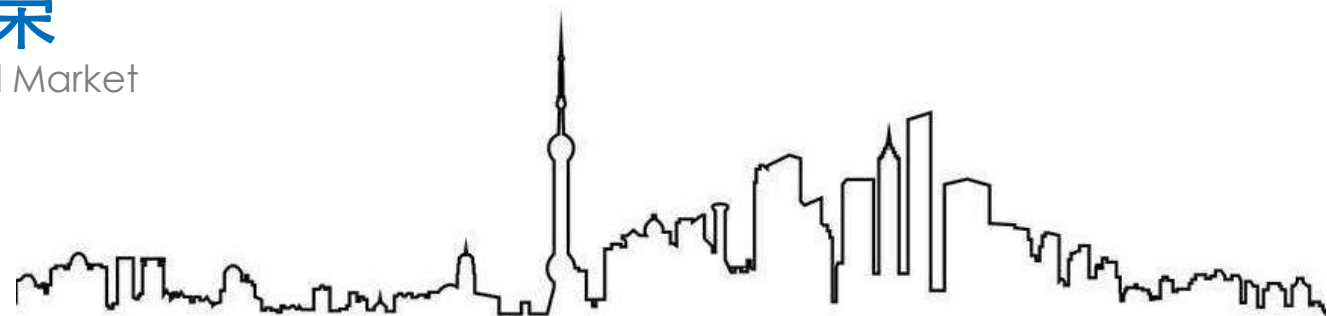
2018中国国际进口博览会 诚挚邀请您参展

China International Import Expo 2018

Sincerely Invites You to Attend This Magnificent Event

在开放中国 共享文化市场繁荣

To Share A Prosperous Cultural Market
In the Open China



中国国际进口博览会

CHINA INTERNATIONAL IMPORT EXPO

文化展区

Cultural Exhibition Area

招展介绍

Booth Introduction

2018 · 上海

2018 · Shanghai

中国对外文化集团

China Arts and Entertainment Group



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中国官方最高级别的国际进口博览会

The Highest-level Official International Import Expo of China

“一带一路”重大国际贸易项目

A Major "Belt and Road" International Trade Project

中国国家领导人携手十二位国家元首出席

Chinese National Leaders Will Attend along with 12 Heads of State



中国国际进口博览会

CHINA INTERNATIONAL IMPORT EXPO



2017 年 5 月，中国国家主席习近平在“一带一路”国际合作高峰论坛上宣布，中国将从 2018 年起举办中国国际进口博览会。

举办中国国际进口博览会是中国政府坚定支持贸易自由化和经济全球化、主动向世界开放市场的重大举措，有利于促进世界各国加强经贸交流合作，促进全球贸易和世界经济增长，推动开放型世界经济发展。

中国政府诚挚欢迎各国政要、工商界人士，以及参展商、专业采购商参展参会，拓展中国市场。我们愿同世界各国和国际组织一道，努力把中国国际进口博览会打造成国际一流的博览会，为各国开展贸易、加强合作开辟新渠道，促进世界经济和贸易共同繁荣。

2018年11月5-10日
November 5-10, 2018

In May 2017, Chinese President Xi Jinping announced at the Belt and Road Forum for International Cooperation that China will hold China International Import Expo (CIIE) starting from 2018.

It is a significant move for the Chinese government to hold CIIE to give firm support to trade liberalization and economic globalization and actively open the Chinese market to the world. It facilitates countries and regions all over the world to strengthen economic cooperation and trade, and to promote global trade and world economic growth in order to make the world economy more open.

The Chinese government sincerely welcomes government officials, business communities, exhibitors and professional purchasers across the world to participate in CIIE and to explore the Chinese market. We would like to work with all countries, regions and international organizations to make CIIE a world-class Expo, providing new channels for countries and regions to do business, strengthen cooperation and promote common prosperity of the world economy and trade.

举办地点：国家会展中心（上海）

主办单位：中华人民共和国商务部
上海市人民政府

合作单位：世界贸易组织
联合国贸易和发展会议
联合国工发组织等国际组织

承办单位：中国国际进口博览局
国家会展中心（上海）
中国对外文化集团



Venue:

National Exhibition and Convention Center (Shanghai)

Hosts:

Ministry of Commerce of the People's Republic of China
Shanghai Municipal People's Government

Supporters:

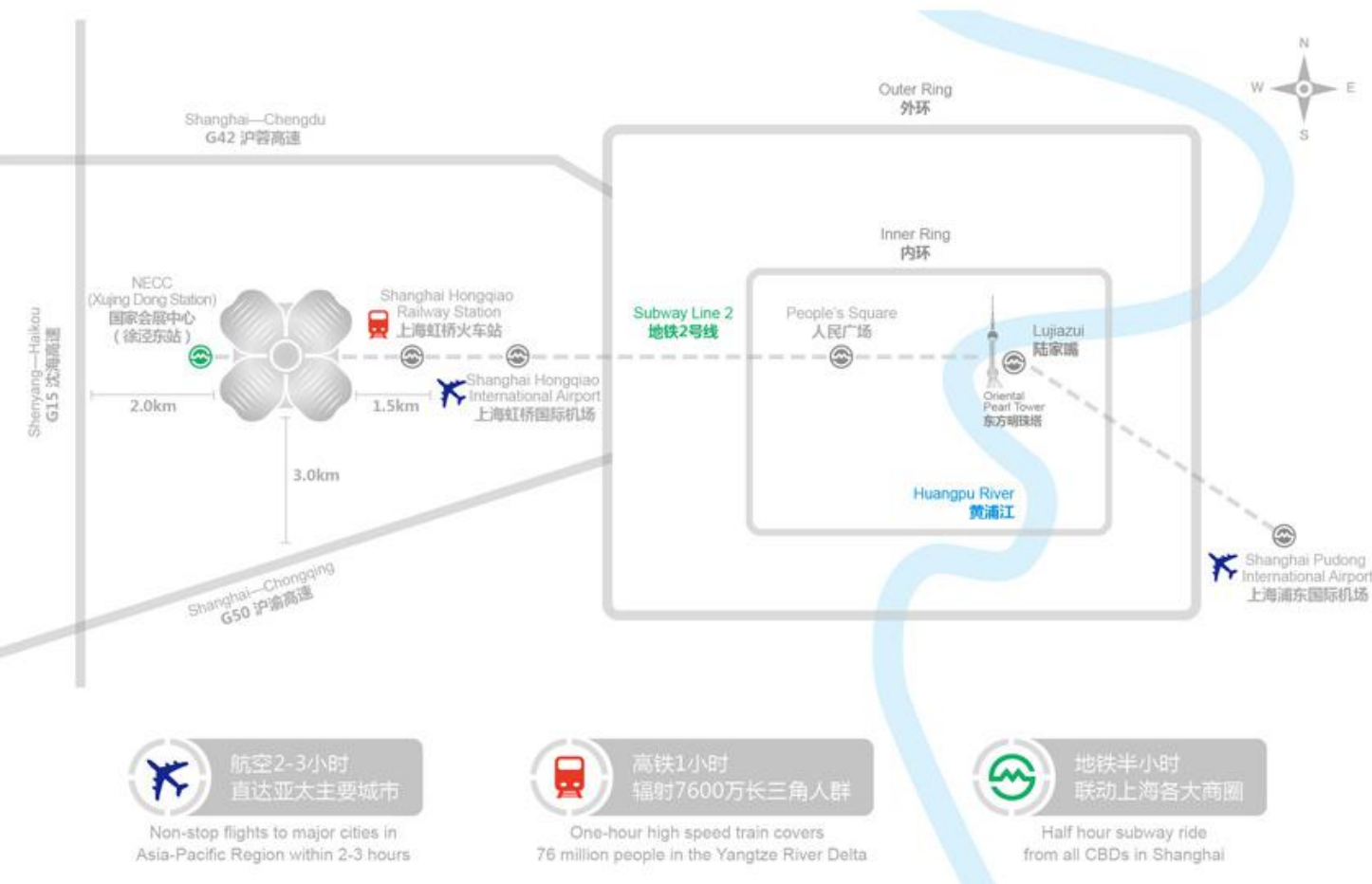
The World Trade Organization
United Nations Conference on Trade and Development
United Nations Industrial Development Organization

Organizers:

China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.
China Arts and Entertainment Group

场馆介绍

Venue Introduction



国家会展中心（上海）总建筑面积近 150 万平方米，是目前世界上面积最大的建筑单体和会展综合体。

展览面积 50 万平方米，包括 40 万平方米的室内展厅和 10 万平方米的室外展场，室内展厅由 13 个单位面积为 3 万平方米的大展厅和 3 个面积为 1 万平方米的小展厅组成，货车均可直达展厅。各展厅周边配套了充足的会议设施，由 60 多个大小不等的会议厅组成。

国家会展中心（上海）位于上海虹桥商务区核心区，与虹桥交通枢纽的直线距离仅 1.5 公里，通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达，2 小时内可到达长三角各重要城市，交通十分便利。

With a total construction area of nearly 1.5 million square meters, the National Exhibition and Convention Center (Shanghai) is by far the largest building monomer and exhibition complex in the world.

The exhibition area is 500,000 square meters, including 400,000 square meters of indoor exhibition hall and 100,000 square meters of outdoor exhibition hall. The indoor exhibition hall consists of 13 large exhibition halls with an area of 30,000 square meters and 3 blocks of 10,000 square meters. Small exhibition halls are formed and trucks can access exhibition halls directly. More than 60 conference halls of different sizes with adequate conference facilities are provided around exhibition halls.

The National Exhibition and Convention Center (Shanghai) is located in the heart of Hongqiao Central Business District in Shanghai with convenient transportation. It is only 1.5 kilometers away from the Hongqiao Transportation Hub and is connected to the Hongqiao High Speed Rail Station and Hongqiao International Airport via subway. The surrounding expressway network extends in all directions and it can reach all major cities in the Yangtze River Delta within 2 hours.

文化展区介绍

Cultural Exhibition Area - Introduction

文化展区共计3000平米，位于图示8.1服务贸易区域。

收费标准：

标准展位：3000 USD/9m²

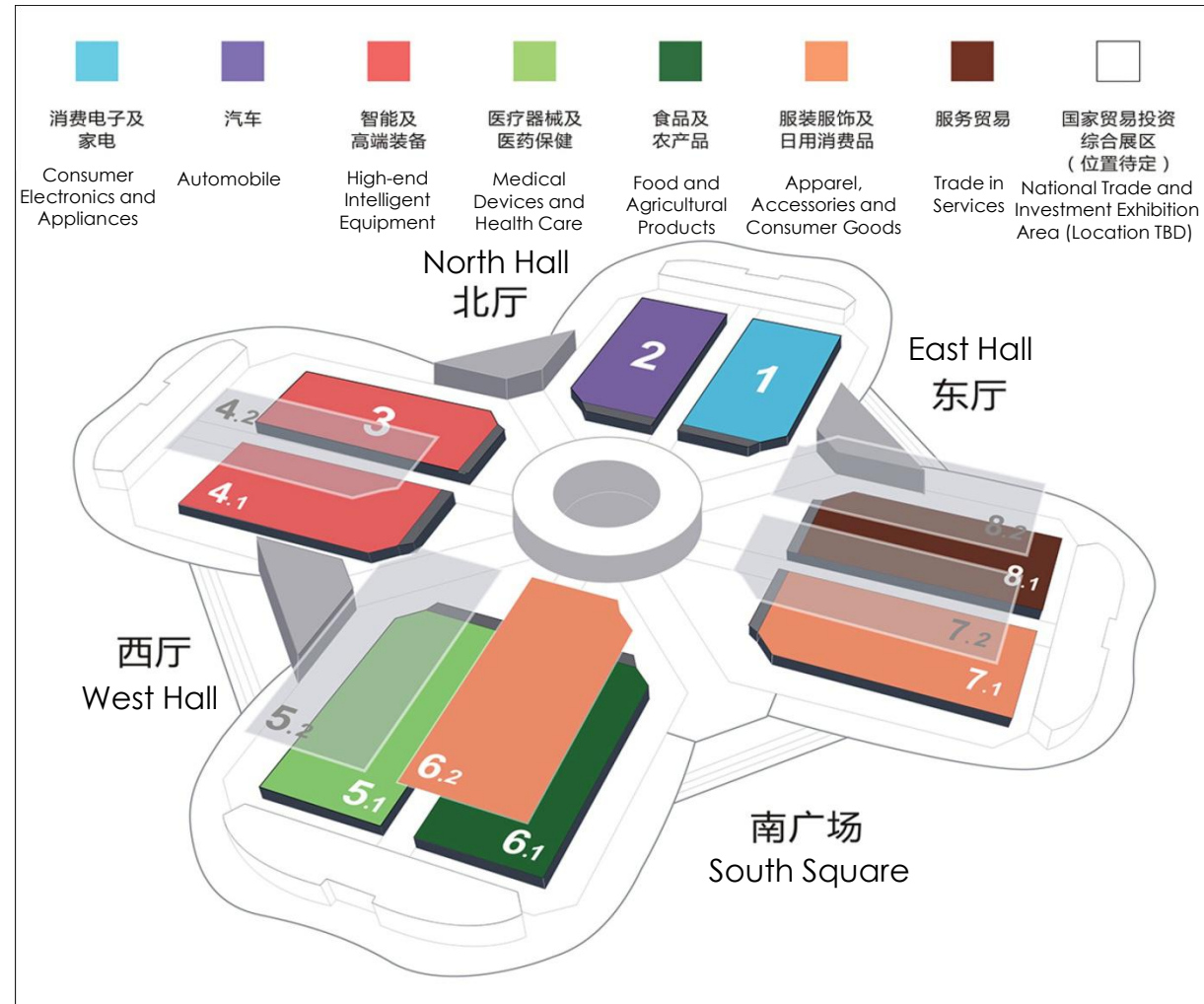
光地：300 USD/m²

The Cultural Exhibition Area covers a total of 3,000 square meters, with location at 8.1 Trade in Services Section as shown in the left figure.

Charges:

Standard booth: 3,000 USD/9m²

Raw space: 300 USD/m²



2018中国国际进口博览会 服务贸易展区

China International Import Expo 2018- Trade in Services Section



文化展区平面图
Cultural Exhibition Area Plan

8.1H 蓝色区域所示
Blue area as shown

文化展区招展授权书

Cultural Exhibition Area - Certificate of Authorization

中国国际进口博览会授权中国对外文化集团对本次博览会文化展区进行招展和相关内容审核工作。

China International Import Expo authorizes China Arts and Entertainment Group to be in charge of the exhibitor invitation and related content review for the Cultural Exhibition Section of this Expo.

中国国际进口博览会

CHINA INTERNATIONAL IMPORT EXPO

授权书

兹授权中国对外文化集团为中国国际进口博览会招展合作伙伴，按照中国国际进口博览局委托，负责中国国际进口博览会服务贸易板块文化展区的招展和相关内容审核工作。

委托期限：2018年3月21日至2018年12月31日

委托内容：服务贸易板块文化展区参展企业资质审核、协助展位预安排、协助参展企业签约、协助展位费催缴和相关内容审核等工作。

特此授权。



中国对外文化集团

China Arts and Entertainment Group

中国对外文化集团公司（CAEG）成立于2004年4月，是在原文化部直属事业单位中国对外演出公司（CPAA）和中国对外艺术展览中心（CIEA）半个多世纪发展的基础上组建的。作为中国目前唯一拥有全球演出、展览业务的文化央企，中国对外文化集团平均每年在境外数十个国家和地区，二百余座城市举办各类演出展览和综合文化活动4000余场，全球年度观众总量超过1000万人次，是中国最高的艺术展览展示平台，中国文化产业合作最高的政府平台。

Founded in April 2004, China Arts and Entertainment Group (CAEG) was formed on the basis of the on the basis of China Performing Arts Agency (CPAA) and China International Exhibition Agency (CIEA), both formerly under China's Ministry of Culture. As the only cultural central enterprise in China that currently has a global performance and exhibition business, CAEG holds an average of more than 4,000 performances and comprehensive cultural events in 200+ cities of dozens of countries and regions outside the country every year. With a total of over 10 million people, it is China's highest art exhibition platform and the highest government platform for cultural industry cooperation in China.





展会亮点

中国市场巨大，消费和进口快速增长
上海优势突出，辐射全国效果明显
展会规模盛大，配套活动丰富精准
多种措施并举，保障服务全面高效
采购需求强劲，专业采购商数量众多

HIGHLIGHTS

HUGE CHINESE MARKET, RAPID GROWTH OF CONSUMPTION AND IMPORT
IDEAL LOCATION OF SHANGHAI, AS TRADE CENTER OF CHINA
LARGE EXHIBITION, DIVERSIFIED AND TARGETED SUPPORTING ACTIVITIES
MULTIPLE MEASURES GUARANTEEING ALL-ROUND AND EFFECTIVE SERVICE
STRONG PURCHASE DEMAND, A LARGE NUMBER OF PROFESSIONAL PURCHASERS



相关数据

Related Data

2011年至2015年，中国的服务贸易进口额从2477亿美元上升到4674亿美元，年均增长17.2%，其中，出境旅游的增长最为显著，在连续八年超过20%的快速增长的势头下，中国居民的出境旅游消费额在2015年又实现了77%的惊人增长。

From 2011 to 2015, China's import for trade in services increased from USD247.7 billion to USD467.4 billion, with an average annual growth of 17.2%, among which, the growth of outbound tourism was the most significant, with a momentum of rapid growth of more than 20% for eight consecutive years. The outbound travel spending of Chinese residents also achieved a staggering 77% increase in 2015.

2016年，中国文化产品和服务进出口总额达到1142.1亿美元，文化体育和娱乐业直接投资39.2亿美元。

In 2016, the total import and export of Chinese cultural products and services reached USD\$114.21 billion, while direct investment in cultural, sports and entertainment industries amounted to USD\$3.92 billion.

2017年，中国文化产业相关企业实现营业收入91950亿元，比2016年增长速度提高3.3个百分点。

In 2017, China's cultural industry-related businesses generated an operating revenue of RMB9195 billion, an increase of 10.8% over 2016, and a growth rate of 3.3 percentage points.

为何参展

Why to Be an Exhibitor

中国官方最高级别的博览会首次将文化展区作为专题

China's highest-level official expo features a cultural exhibition area for the first time

中国文化产业市场需求巨大

The demand for Chinese cultural industry market is huge

由中国国家领导人倡导和鼓励，文化产业商机无限

Advocated and encouraged by Chinese national leaders, cultural industry promises unlimited business opportunities

招展需求

what to Expect from the Exhibition



动漫游戏

Animation, Games



视觉和表演艺术

Sculpture, Painting,
Music, Dance, etc.



非物质文化遗产

Intangible Cultural
Heritages



知名文化IP

Intellectual Property

参展条件

What are Expected from Exhibitors

- 1、国际知名文化相关企业；
- 2、展会内容无著作权、工业产权以及其他专属权利的争议，参展方拥有该等权利或已得到许可；
- 2、在2018年5月15日提交参赞申请资料并签订参展意向书；
- 3、经主办方审核参展方的资质、条件、标准，再行签订《参展合同》；
- 4、参展方预订光地最少租用36平方米或者标准展位约1个（9平米/个）；
- 5、参展内容不得与中国相关的法律法规相悖。

1. Internationally renowned culturally-related businesses;
2. The content of the exhibition is free from disputes over copyrights, industrial property rights and other exclusive rights. The exhibitor has such rights or has obtained permission;
3. Submit counselor 's application materials and sign the *Letter of Intent for Participation* on xx (month) xx (date), xxxx(year) ;
4. After organizer' s review of qualifications, conditions and standards of the exhibitor, sign the *Exhibition Contract* again;
5. The exhibitor must reserve a minimum of 36 square meters raw space or about a standard booth (9 square meters per booth);
6. The content of the exhibition shall not be inconsistent with relevant laws and regulations of China.

参展流程

Exhibitor Invitation Working Process



请参展方按步骤申请参展，我方将第一时间对参展申请做出反馈，并协助落实相关参展服务。

Exhibitors are requested to apply for entry according to the steps. We will provide feedback on the application for the exhibition and assist in the implementation of the related exhibition services.

备注：《参展意向书》向中国对外文化集团提交，审核通过后与中国国际进口博览局签订；《参展合同》与中国国际进口博览局签订。

Remarks: *Letter of Intent for Participation* is to be submitted to China Arts and Entertainment Group (CAEG), and is to be signed with China International Import Expo Bureau after being reviewed.

Exhibition Contract is to be signed with China International Import Expo Bureau



相关服务

Relevant Services

我们将提供优质的展会服务，以保证展商顺利参展。

We will provide quality services to smooth exhibitors all activities.



展会服务 Exhibition Services

提供参展咨询及搭建、特装的咨询。
Consultation on participation,
installation, and special booth

商旅服务 Business & Travel Service

提供酒店、餐饮、路线的咨询。
Consultation on hotels,
catering and routes

其他服务 Other Services

可推荐法律、报关、进出口及代理
等各类专业机构团队提供展会内容
相关的咨询服务。
Recommendation of legal advice,
customs declaration, import and
export consulting and proxy and
other professional teams' provision
of professional and other exhibition
content related consulting services

战略合作 Strategic Partnership

与上海自贸区洽谈更多商务可能性。
To negotiate with Shanghai
Free Trade Zone for more
business possibilities

更多信息

More Information



文化展区参展咨询:

Cultural Exhibition Area Exhibitor Enquiry:

联系方式:
Contact info: 010-64003997、 (+86)18610817705
联系人: 尹鹏
Contact: Yin Peng
E-mail: ciie@caeg.cn

报名资料下载:
To download *Application Form*:



中国对外文化集团
China Arts and Entertainment Group Official Website
<http://www.caeg.cn/>

参展协议下载:
To download *Exhibition Contract* :



中国进口博览会官方网站
China International Import Expo Official Website
<http://www.shanghaiexpo.org.cn/>



中国·上海·2018 Shanghai · China

WELCOME YOU

中国对外文化集团
China Arts and Entertainment Group

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