

**第二届中国国际进口博览会  
中央广场公益演出活动手册**

**The 2nd China International Import  
Expo  
Handbook of Commonweal  
Performance Activities in the Central  
Square**

中国国际进口博览局

2019 年 7 月

China International Import Export Bureau

July 2019

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# 序 言

## Preface

2019 年 11 月 5 日至 11 月 10 日，第二届中国国际进口博览会（下称“进博会”）将在国家会展中心（上海）（下称“国展中心”）隆重举办。作为全球首个以进口为主题的国家级博览会，2018 年首届进博会所取得的巨大成功，充分展现了新时代中国坚持开放、包容姿态，推进“一带一路”重大战略部署所取得的伟大成就。第二届进博会将在首届基础上，进一步扩大展会规模，丰富活动形式，以期并必将取得更大的成功。

The 2nd China International Import Expo (CIIE) will be held at the National Exhibition and Convention Center (Shanghai) (NECC (Shanghai)) from 5 to 10 November, 2019. As the world's first national level import-themed expo, the first CIIE in 2018 made a huge impact, which was a full demonstration of the great achievements China has made in facilitating the great strategic plan for the “Belt and Road” initiative with an open and inclusive attitude in the new era. Built on the success of the first edition, the 2nd CIIE features further expanded exhibition scale and richer activities forms, in anticipation of achieving greater success.

作为中国邀请世界各国展示国家形象、开展国际贸易的开放型合作平台，进博会不仅是扩大进口，促进全球多边贸易，体现经济发展成果的产品展示平台，也是增进各国、各地区友好交往和文化交流的主场外交舞台。

As an open cooperation platform for China to invite countries around the world to show their national image and engage in international trade, the CIIE is not only a product display platform for expanding imports, propelling global multilateral trade, and showing achievements of economic development, but also proves to be a diplomatic arena at home for enhancing friendly exchanges and cultural exchanges among countries and regions.

首届进博会期间，国展中心中央广场设置了户外演出舞台，邀请来自俄罗斯、新西兰、委内瑞拉、斐济、汤加、萨摩亚等国家以及陕西、湖北等省市的文艺演出团队，通过舞蹈、声乐、时装秀、非物质文化遗产表演等形式，贯穿整个展期，呈现了精彩纷呈又极具民族、地方特色的文艺节目。活动在成功接待多国政要、驻华使节、省市领导莅临观摩的同时，也吸引了大量参展观众欣赏，取得了极佳的宣传展示效果。

During the first CIIE, an outdoor performance stage was set up in the Central Square, where theatrical performance teams

from countries and regions including Russia, New Zealand, Venezuela, Fiji, Tonga and Samoa as well as Chinese provinces and municipalities such as Shaanxi and Hubei were invited to perform. Held throughout the exhibition period, the performance activities brought amazing artist programs with superior national and local characteristics in various forms of dance, vocal music, fashion show, intangible cultural heritage performance and more. It successfully welcomed foreign dignitaries, diplomatic envoys in China and provincial and municipal leaders to the performance scene, while attracting a great number of visitors to enjoy the performances, hence achieving excellent publicity and display effects.

2019 年第二届进博会将继续举办中央广场公益性演出活动，并将面向全球各个国家以及全国各省市、自治区进行节目征集和邀请，在延续首届艺术表演形式的基础上，重点融入非物质文化遗产元素，在促进各国、各地区间以文化为纽带开展友好交流的同时，展现人类命运共同体的精神内核与思想精髓。

The commonweal performance activities will continue to be launched in the Central Square for the 2nd CIIE in 2019, and collect programs from and send invitations to countries around the world as well as provinces, municipalities and autonomous

regions across China. Based on the continuation of art forms presented for the first edition, the activities this year focuses on the integration of intangible cultural heritage elements. In addition to promoting friendly exchanges among countries and regions with culture as a bond, it will highlight the spiritual core and quintessence of a community with shared future for mankind.

## 一、 节目征集

### I. Program Solicitation

节目征集主要以中国国际进口博览局（下称“博览局”）发送征集函至各国驻华使领馆、在华代表机构以及全国各地地方交易团秘书处的方式开展，原则上按照公对公单线渠道对接推进，并由使领馆、代表机构、交易团秘书处完成节目收集和信息汇总后，于截止日期之前回复给博览局，除上述收函单位之外，博览局不直接对接节目演出方或其他第三方。

Programs are mainly collected in a way that the China International Import Expo Bureau (CIIEB) sends letters of collection to foreign embassies and consulates in China, representative offices in China and the secretariats of local trade missions across the country. In principle, official and specialized channel is available for connection and promotion of the task. After the embassies and consulates, representative offices and the secretariats of trade missions complete program solicitation and information aggregation, they should reply to the CIIEB before the deadline. Except for the above-mentioned organizations receiving the letters of collection, the CIIEB will not connect directly with performance teams or other third parties.

所征集节目的类型包括但不限于声乐、舞蹈、乐器演奏、

时装走秀等，并且需具有一定的艺术观赏性和专业性。演出团队可为专业院团或群文团体，参与征集节目需经过编排且拥有实际演出经验，同时配备必要的服装、道具等。

The types of programs collected include, but are not limited to, vocal music, dance, instrument performance, fashion show and others, and are required to show certain artistic appreciation and professionalism. The performance teams can be professional troupes or mass cultural groups. The applicants must be orchestrated with actual performance experience, and provided with necessary costumes, props and others.

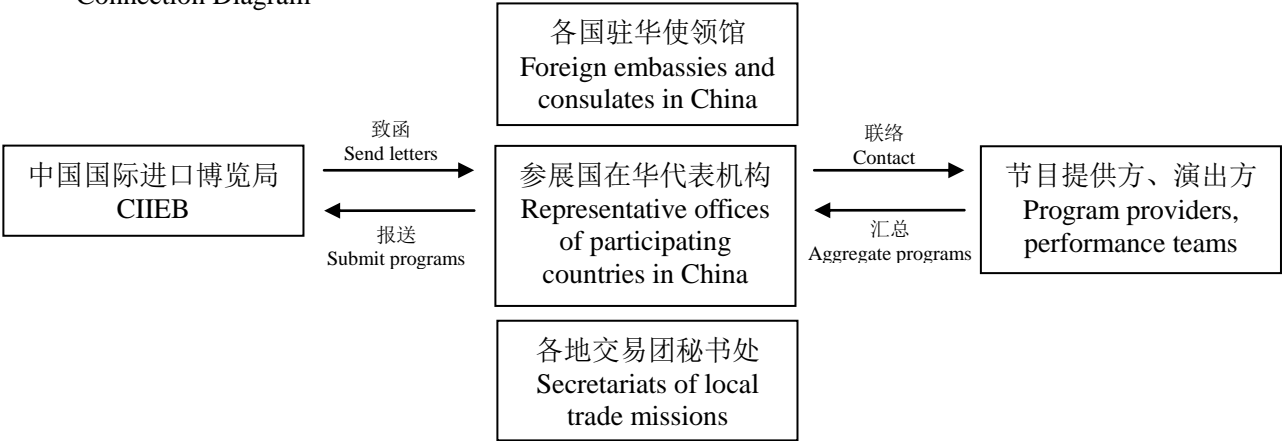
因演出活动为公益性质，不售卖门票也无商业盈利，因此节目方需自行承担交通、食宿、演员酬劳、道具运输等全部费用。博览局将为最终获选节目在活动现场的人员通行、走台彩排、正式表演提供便利，同时提供统一规格屏幕、灯光、音响等设备，并为嘉宾、观众提供必要的接待条件。

Due to the commonweal nature, there is no commercial profit for the performances without tickets to be sold. Therefore, the performance teams must bear all the expenses such as transportation, accommodation, actor remuneration and props transport. The CIIEB will provide convenience for the selected performance teams at the site of the activities in terms of staff access, rehearsal and formal performance. At the same time, it



will provide one-size-fits-all screens, lighting, sound systems and other equipment, other than reception conditions necessary for guests and audiences.

征集对接途径示意图  
Connection Diagram



征集工作截止时间：

Collection deadline:

1、各地方交易团秘书处于 2019 年 7 月 31 日（含当日）之前完成节目报送。

1. The secretariats of local trade missions shall submit the programs before July 31, 2019 (including the day).

2、各国驻华使领馆、在华代表机构于 2019 年 9 月 5 日（含当日）之前完成节目报送。

2. The foreign embassies and consulates in China and the representative offices in China shall submit the programs before September 5, 2019 (including the day).

## 二、节目甄选

### II. Program Selection

对于积极参与征集的节目，博览局将在档期、场地等各方面条件允许的情况下尽量全部安排登台表演，以提供在进博会这一高端平台展示各地民族风情和文化形象的机会。节目提供方、演出方需符合以下基本条件：

For the active applicants, the CIIEB will do its best to arrange all of them to go on stage if the schedule, venue and all other conditions are permitted, providing opportunities for countries and regions to demonstrate their national customs and cultural image at the CIIE as a high-end platform. Program providers and performance teams must follow the basic conditions as below:

1、节目需符合中国相关法律、法规之规定，并符合中国社会公序良俗，主题立意需适合进博会总体氛围。

1. The programs must comply with the relevant laws and regulations of China, and conform to the public order and good morals of society in China. The themes and conceptions should suit the overall atmosphere of the CIIE.

2、节目不涉及任何政治性、敏感性或其他可能引起争议的主题和内容。

2. The programs should not involve any political, sensitive

or other topics and contents that may be controversial.

3、节目需具备一定的艺术水平和观赏性（优先选择获奖作品或世界级、国家级等高级别非遗类节目），演员需具有一定的表演功底和演出经验。

3. The programs need to have certain artistic merit and appreciation (preference will be given to award-winning works or world-class, national level and other high-level intangible cultural heritage programs). Performers must have certain performance skills and experience.

4、节目经策划编排，且曾有过实际公开演出的经历。

4. The programs should have been orchestrated with experience in actual public performances.

5、节目表演过程中无高危、高风险环节，不使用包括但不限于可产生明火的道具、烟花、实物兵器、锋利金属器具等危险物品。

5. There should be no high-risk components in the programs during performance. The use of dangerous items is not allowed, including but not limited to props that can produce open flames, fireworks, physical weapons, and sharp metal ware.

6、节目性质为纯艺术性、公益性，不含商业性宣传内容，表演过程中不设置任何商业营销、推广环节。

6. The programs are purely artistic and of commonwealth nature so they shall not contain commercial promotional content. No commercial marketing or promotional processes should be set during the performance.

7、单个节目演出时长原则上应控制在 30 分钟以内，获选节目一般只在进博会期间演出一次，如演出方有意增加场次需提前通知博览局，以便在有档期的情况下酌情安排。

7. The duration of a single program should be controlled within 30 minutes in principle. In general, the selected programs are performed only once during the CIIE. If the performer intends to increase the number of performance, the CIIEB should be notified in advance so that it can take into consideration the arrangement at the discretion of the schedule.

初步征集后，报送单位需向博览局联系人提供盖章节目征集表（纸质原件和扫描邮件），最终获选节目将另行通知。

After the initial collection, the submitting organizations should provide stamped program solicitation forms (original documents in paper and scanned documents by mail) to the CIIEB contact. The finally selected programs will be notified separately.

### 三、审批事务

#### III. Approval

##### (一) 文化审批

##### (1) Cultural approval

所有获选节目均需接受文化演出行业相关行政管理部  
门的审批，对于已自行获得文化审批通过的节目，请提供相  
关部门出具的审批文件扫描件或复印件。

All selected programs are subject to the approval of the  
relevant administrative departments of the cultural performance  
industry. For programs that have been approved by the cultural  
departments ahead of time, a scanned copy or a photocopy of  
the approval documents issued by the relevant departments  
should be provided.

节目方需提供该节目的彩排或演出视频资料以及需在  
演出现场 LED 大屏幕播放的视频、画面素材（如有），并提  
供演员身份信息、演出时间安排、节目单和节目内容介绍，  
包括文字简介、表演形式、艺术特色、剧情概要（如有）、  
获奖情况（如有）、演出经历（曾在何地演出及参加过哪些  
比赛、活动等）、非遗信息（仅针对非遗类节目，包含获评  
非遗时间、级别等）。

The program providers should provide video clips of the  
rehearsal or performance of the programs as well as videos and

images (if any) to be played on the LED large screen at the performance site. In addition, they should also provide performers profile, performance schedule, program list and content introduction, including text introduction, performance form, artistic features, synopsis (if any), awards (if any), performance experience (where to perform before and in which competitions and events they have participated), and information on the inclusion on the list of intangible cultural heritage (only for intangible cultural heritage programs, including the time of their inclusion on the list of intangible cultural heritage and their level).

所有节目均需在通过文化审批后方可在进博会现场正式演出，如有根据相关部门要求需预先现场审看的节目，演出方应予以配合，博览局将安排预审时间和场地并提前通知。

All programs can be officially performed at the CIIE only after getting the cultural approval. If a program needs to be reviewed in advance according to the requirements of the relevant departments, the performance team should render the cooperation. The CIIEB will schedule the pre-review time and arrange the venue and give a heads up.

## （二）公安审批

### (2) Approval from public security departments

为加强对大型群众性活动的安全管理，保护公民生命和财产安全，维护社会秩序和公共安全，根据《大型群众性活动安全管理条例》要求，公安部门有权对演出活动进行预先审批，具体材料包括但不限于节目演出申请表、安全责任书、安全方案等。审批流程及材料要求待有关部门明确后将予以公布，并以实际公布内容为准，节目演出方需配合提供。

In order to strengthen the safety management of large-scale mass activities, protect the lives and property of citizens, and maintain social order and public security, the public security departments have the right to approve the performance activities in advance in accordance with the *Regulations on the Safety Management of Large-scale Mass Activities*. The specific documents should be issued for approval, including but not limited to program performance application form, safety responsibility agreement and safety program. The approval process and document requirements will be announced after the relevant departments have made them clear, and the actual announcement will prevail. The performance teams should cooperate to offer such documents.

## 四、舞台信息

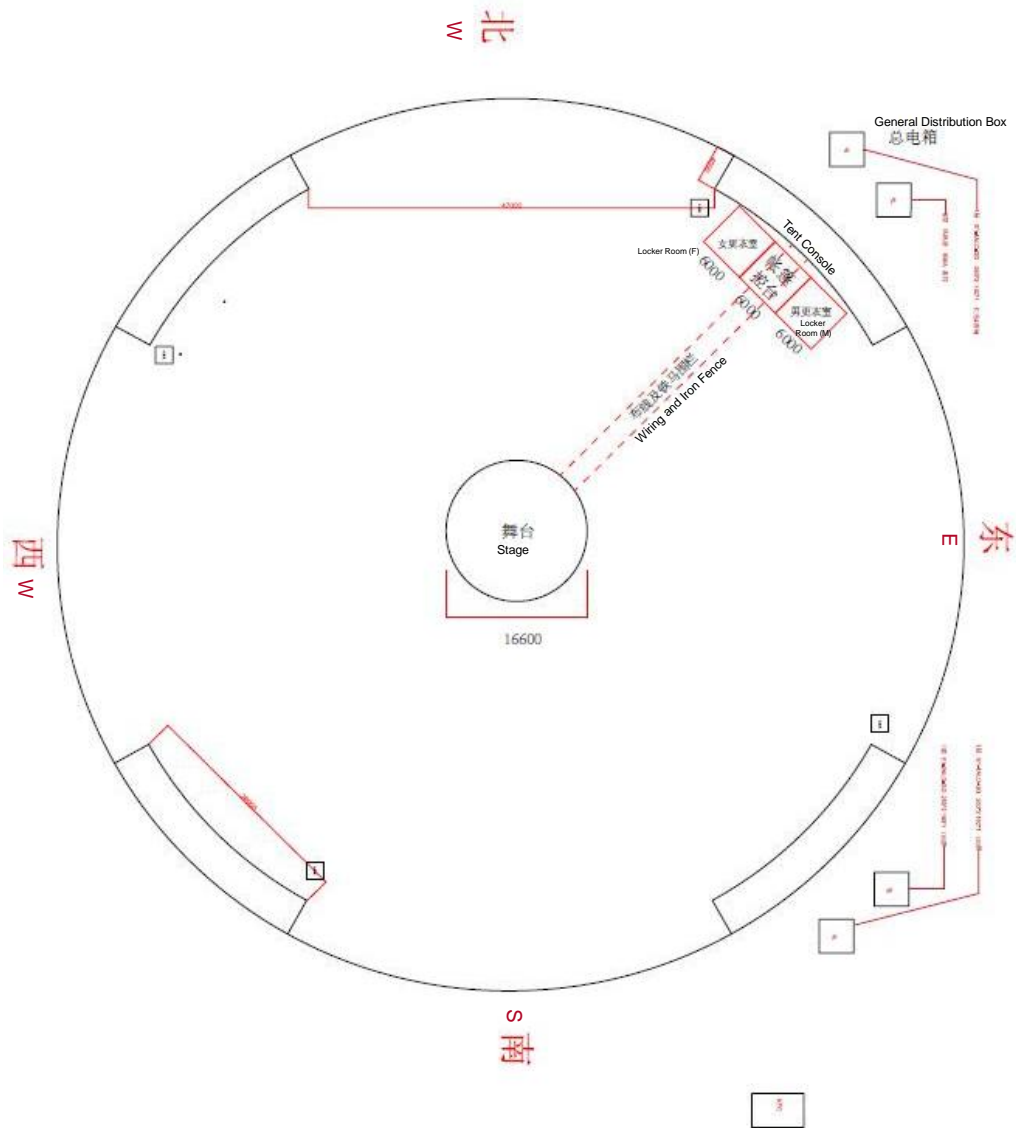
### IV. Stage Information

注：以下舞台效果图和数据等仅供参考，之后如有调整，以最终版本或现场实际设置为准。

Note: The following stage renderings and data are for reference only. If there is any adjustment, the final version or actual setting on site will prevail.

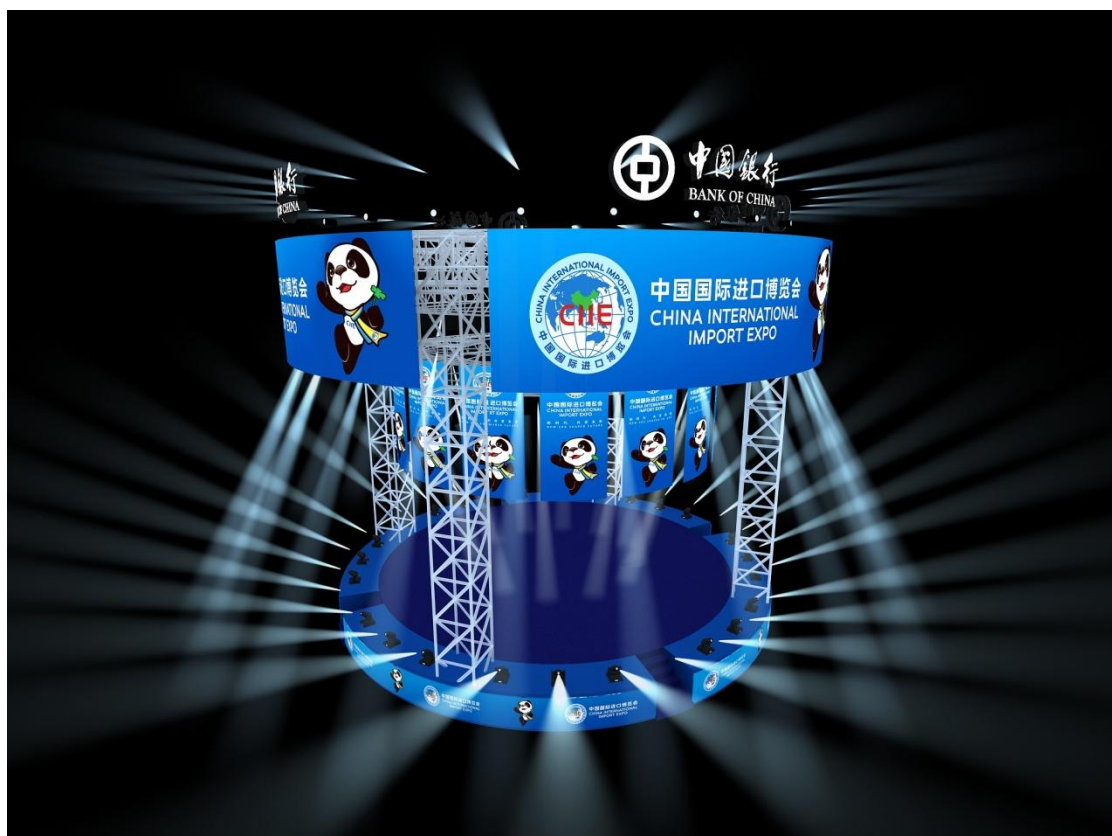
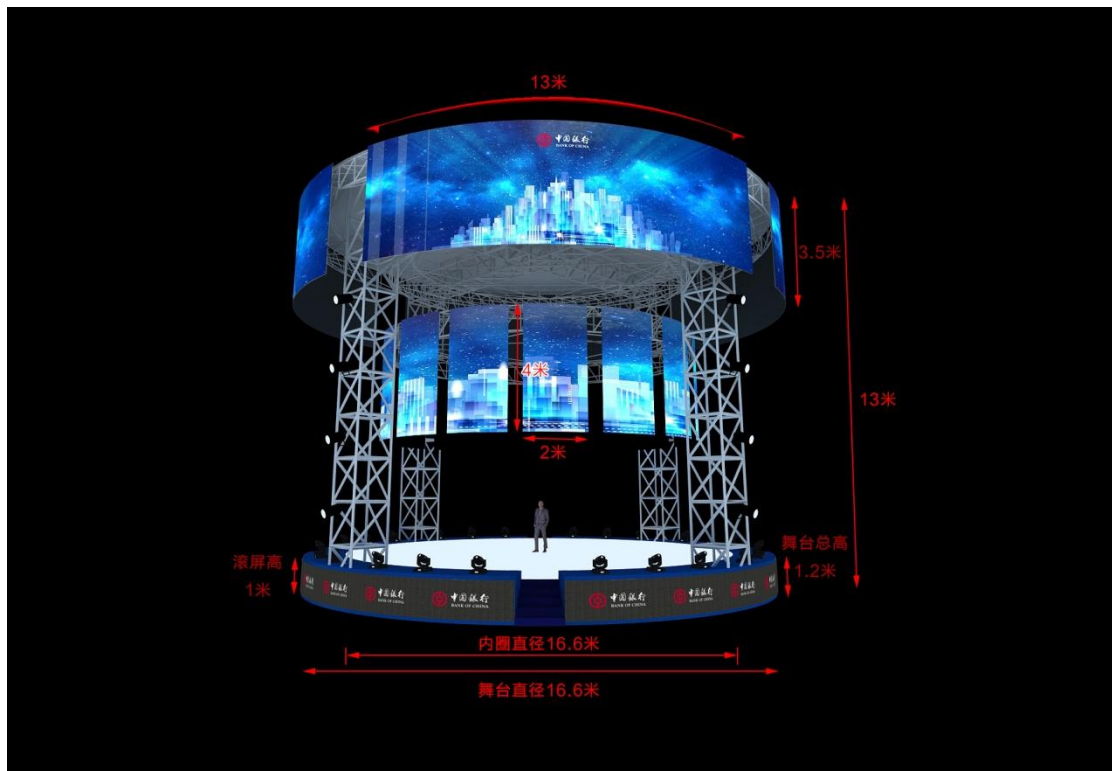
中央广场演出区域基础平面图

Foundation Plan of the Central Square Performance Area





舞台效果图  
Stage Renderings



中央广场活动区域效果图

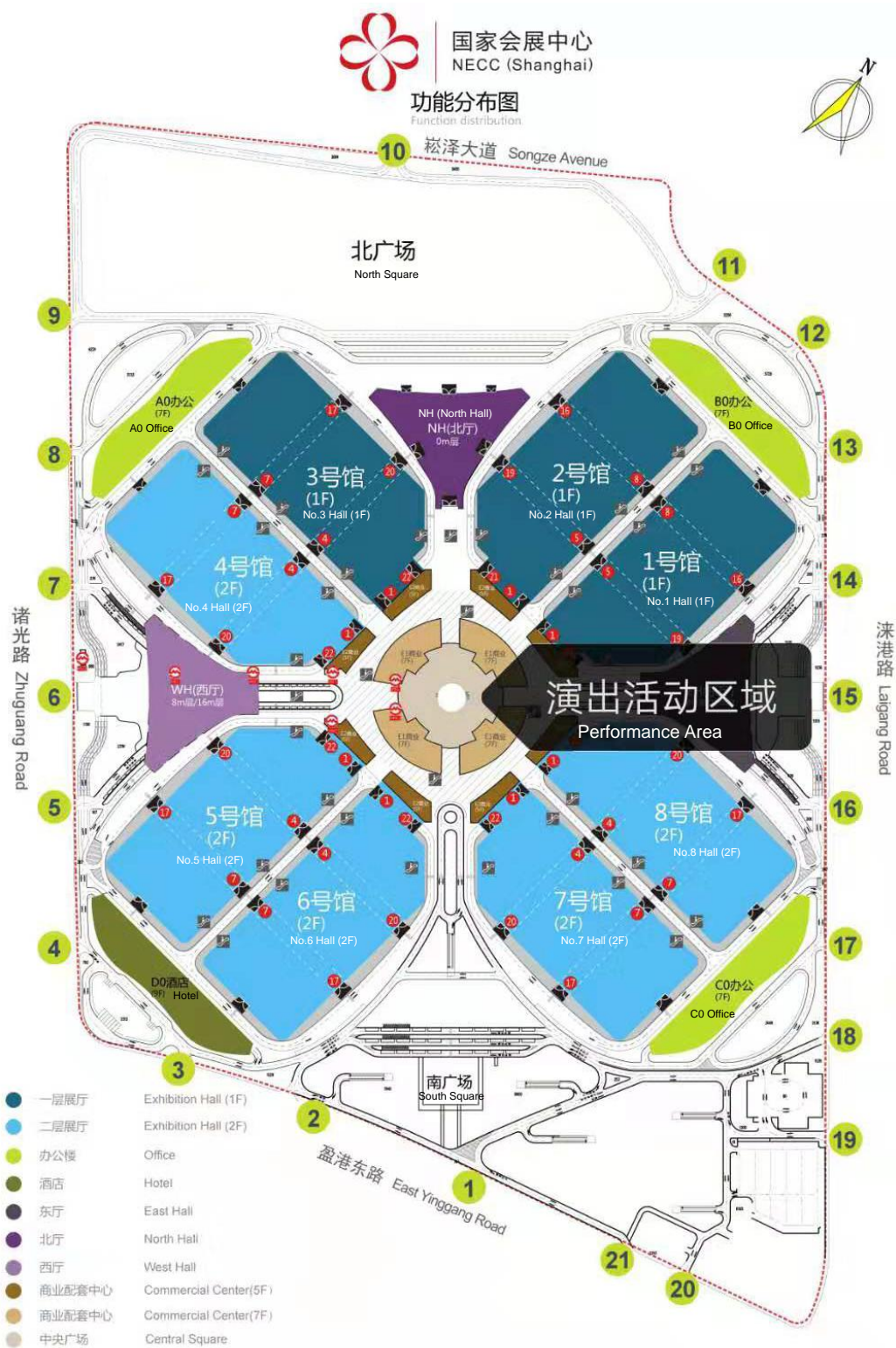
Renderings of the Central Square Activity Area





活动区域位置示意图

Location Diagram of Activity Area



本届进博会中央广场演出舞台设置为圆形四面台，配置LED 屏幕、灯光、音响、麦克风等设备，周边也将设置临时化妆篷房。建议各演出方根据舞台情况，结合自身节目特点提前做好策划、编排准备，同时备好大屏幕画面素材、伴奏音乐等。

The performance stage in the Central Square for this year's CIIE will be designed as a circular four-sided platform equipped with LED screens, lights, sound systems, microphones and other devices, as well as temporary makeup tent rooms in the surrounding area. It is recommended that each performance team makes planning and orchestration preparations in advance according to the stage conditions in combination with the characteristics of its own program, and prepare images to be displayed on the large screen, accompaniment music and others.

## 五、证件事务

### V. Admission Badge

博览局将为需到进博会现场工作的演职人员免费提供入场证件，演出方需根据要求提供真实、完整、符合标准的办证人员信息。如有需通过人员携带、车辆运输进入现场的服装、道具等物品，请提前汇总相关信息报至博览局联系人处。

The CIIEB will provide admission badges free of charge to

the cast members who need to work at the CIIE site. The performance teams are required to provide true, complete and standards-compliant information on the registration personnel. If there are items such as costumes and props that need to be carried by personnel or transported by the vehicle, please put the relevant information all together and report it to the contact person of the CIIEB.

办证信息要求、材料标准及截止时间将根据安保筹备工作推进另行通知。进博会安保规格高、入场检查严格，请务必提前准备好办证信息并及时申报。

The information requirements, material criteria and deadline for the admission badges will be further announced in accordance with the progress of security preparations. The security of the CIIE features high standard and strict check in admission. Please be sure to prepare the registration information in advance and declare it in time.

## 六、安保接待

### VI. Security and Reception

演出活动现场将由公安机关设置安保区域并派驻警员维持秩序，警方对于安全事务拥有执法权、决定权、处置权，演出方需服从、配合警方出于必要安全考虑而做出的各项决定。

At the scene of the performance activities, the public security organ will set up security areas and station police officers to maintain order. The police have the power to enforce, decide and dispose of security matters. The performance teams must cooperate to obey the decisions made by the police for necessary security considerations.

如有邀请国家领导人、高级别政府官员、驻华使节、重要嘉宾、名人明星等莅临观摩的，需提前通知警方和博览局，以便做好保卫、接待安排。

If state leaders, high-level government officials, diplomatic envoys in China, important guests, celebrities and alike will be invited to watch the performances, the police and the CIIE must be informed in advance so as to do a good job in security and reception arrangements.

节目中如有与观众互动的环节，需提前通知警方和博览局，原则上参演人员应按照既定编排和形式进行表演，不随意添加即兴内容，也不做出可能引发人群拥挤的互动行为，包括但不限于派发礼物、离开舞台进入观众区域表演等。

If there is any interaction with the audience during the performance, the police and the CIIE should be notified ahead of time. In principle, the performers should follow the established orchestration and form during their performance.

They should not add impromptu content at will, or engage in interactive behaviors that may lead to crowding, including but not limited to handing out gifts and leaving the stage and performing in the audience area.

由于演出地点为露天广场，如遇天气原因导致演出无法按原定计划开始，或无法确保安全进行的，博览局将尽量协调延时举行或调整演出时间，演出方应予以配合。如最终仍无法举行的，请演出方予以谅解。

Since the venue is in the open air, if the performances cannot be started as scheduled due to weather conditions, or security cannot be ensured, the CIIEB will do its best to coordinate to delay or adjust the performance time, and the performance teams should do their part. If the activities cannot be successfully carried out in the end, the CIIEB hopes to get the understanding from the performance teams.

## 七、第二届进博会中央广场演出事务联络信息

### VII. Contact Information

#### 1、博览局联系人：

姓名：王艺

座机：021-67008854

邮箱：wangyi@sinoexpo.cc

手机：18101893192

地址：上海市青浦区崧泽大道 333 号 A 栋办公楼 720 室

邮编：201702

1. CIIEB Contact:

Name: Wang Yi

Tel: +86 021-67008854

E-mail: wangyi@sinoexpo.cc Phone: +86 18101893192

Add: Room 720, Building A, No. 333, Songze Avenue,  
Qingpu District, Shanghai, 201702, China

2、进博会中央广场演出事务联系人（志愿者）:

姓名：常力

座机：021-67008661

邮箱：changli@sinoexpo.cc 手机：13071909695

地址：上海市青浦区崧泽大道 333 号 A 栋办公楼 720 室

邮编：201702

2. Contact of Performances in the Central Square for the  
CIIE (Volunteer):

Name: Chang Li

Tel: +86 021-67008661

E-mail: changli@sinoexpo.cc Phone: +86 13071909695

Add: Room 720, Building A, No. 333, Songze Avenue,  
Qingpu District, Shanghai, 201702, China

注：如需快递、邮寄演出相关材料，请务必提前联系本人约定告知，恕不接收未提前联络告知的快递或邮寄材料。

**Note: If the relevant documents need to be sent by express or mail, please be sure to contact me in advance. Any documents sent by express or mail without prior notice will not be received.**