



中国国际进口博览会  
CHINA INTERNATIONAL  
IMPORT EXPO

新 时 代 共 享 未 来  
NEW ERA SHARED FUTURE



2020

5th-10th

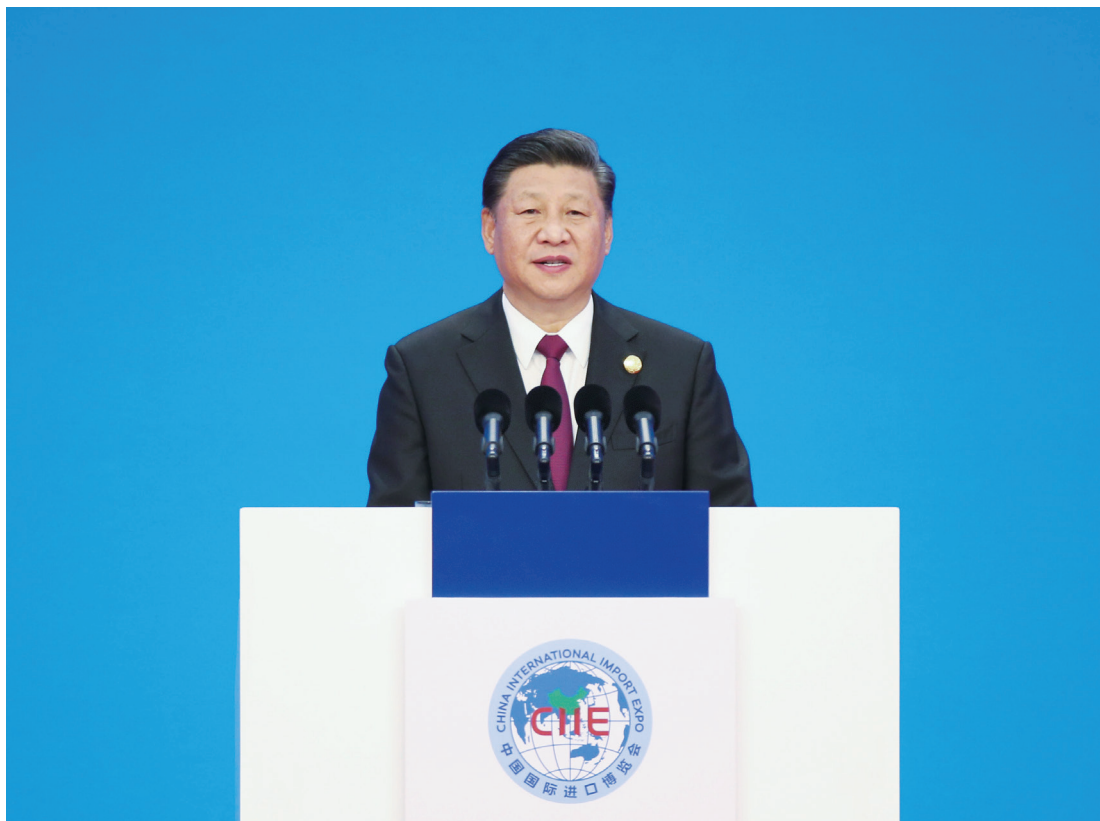
November

11月5-10日

## 第三届 中国国际进口博览会 企业商业展

The 3<sup>rd</sup> China International Import Expo  
Enterprise & Business Exhibition





## 中国国际进口博览会 “办出水平、办出成效、越办越好”

### ■ 参展邀请

中国国际进口博览会是世界上第一个以进口为主题的国家级展会,由中华人民共和国商务部及上海市人民政府主办,世界贸易组织、联合国开发计划署、联合国贸易和发展会议、联合国粮农组织、联合国工业发展组织、国际贸易中心为合作单位。举办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,为世界各国展示国家形象、开展国际贸易搭建了开放型合作平台。

中国国际进口博览会交易的是商品和服务,交流的是文化和理念,迎的是五洲客,计的是天下利,顺应的是各国人民对美好生活的向往。

中国政府诚挚邀请各国政要、工商界人士,以及参展商、专业采购商参展参会。中国将张开双臂,为各国提供更多市场机遇、投资机遇、增长机遇,实现共同发展。

### ■ Invitation

CIIE is the first ever national exhibition in the world with the theme on import. It is hosted by the Ministry of Commerce of the People's Republic of China and the Shanghai Municipal People's Government, with the World Trade Organization, the United Nations Development Programme, the United Nations Conference on Trade and Development, the Food and Agriculture Organization of the United Nations, the United Nations Industrial Development Organization and the International Trade Center as partners. 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. The CIIE can serve as an open platform to show national images and cooperate in international trade.

The CIIE is designed to trade goods and services, exchange culture and ideas, welcome visitors from across the globe, benefit the whole world and respond to the aspirations of people from various countries to live a better life.

The Chinese government sincerely welcomes government officials, business communities, exhibitors and professional purchasers across the world to participate in CIIE. China will reach out its arms and offer countries in the world more opportunities of market, investment and growth. Together, we can achieve development for all.



## 商业机遇

### 中国市场潜力巨大

中国有近14亿人口,中等收入群体规模全球最大,市场规模巨大、潜力巨大,前景不可限量。预计自2018年起的未来15年,中国进口商品和服务将分别超过30万亿美元和10万亿美元。

### 扩大进口 政策支持力度加大

中国将在激发进口潜力、持续放宽市场准入、营造国际一流营商环境、打造对外开放新高地、推动多边和双边合作深入发展等方面进一步扩大开放。提供进一步降低关税、提升通关便利化水平、削减进口环节制度性成本、加大知识产权保护力度等政策支持。

### 上海区位优势突出

地处“江海之汇,南北之中”的上海,背靠长江水,面向太平洋,长期领中国开放风气之先,是中国经济最发达的城市,正在加快推进全球金融中心、经济中心、贸易中心、航运中心和科创中心建设。

### 品牌宣传的绝佳平台

第二届进口博览会共有来自80多个国家和地区的700余家媒体、共计4000多名中外媒体记者报名采访,全方位多角度呈现了进博会盛况。俄罗斯国际新闻通讯社、美国《华尔街日报》、英国路透社、法国《费加罗报》、德国之声电台、西班牙《世界报》、新加坡《联合早报》、日本《每日新闻》等国外媒体均对进口博览会进行积极报道。





# Business Opportunities

## Prospective market of China

China has a population of 1.4 billion. Its middle-income population is the biggest in the world. The huge Chinese market points to a potential that is simply unlimited. Its total imports of goods and services are expected to exceed USD 30 trillion and USD 10 trillion respectively in the following 15 years since 2018.

## Import expansion and more supportive policies

China will still be committed to more openness through releasing import potential, continuously broadening market access, creating a world-class business environment, building new highland for opening up as well as promoting multilateral and bilateral cooperation. To this end, more policy favors such as fewer tariffs, more efficient customs clearance, less institutional costs for import and more protection of intellectual property rights will be given.

## Favorable advantages of Shanghai

As the hub connects river and sea as well as North and South China, Shanghai is based on the Yangtze River at the back and faces the Pacific Ocean. It has always been a pioneer in openness and economic growth. It is now making more efforts to be a comprehensive center of global finance, economy, trade, shipping and technology innovation.

## Great platform for branding

The 2<sup>nd</sup> CIIE attracted more than 700 media outlets from more than 80 countries and regions, and more than 4,000 reporters from home and abroad, who reported on the CIIE in a holistic and multi-faceted manner. Foreign media, such as the RIA Novosti, the Wall Street Journal, Reuters, Le Figaro, Deutsche Welle, El Mundo, Lianhe Zaobao and the Mainichi Shimbun, have all reported on the 2<sup>nd</sup> CIIE.





## 境内外嘉宾

共接待了国内外160个部级以上团组,境外副部级以上嘉宾超过200人,到场嘉宾包括法国总统马克龙、牙买加总理霍尔尼斯、希腊总理米佐塔基斯、塞尔维亚总理布尔纳比奇等多位国家元首和政要。

## Domestic and Foreign Guests

A total of 160 delegations above the ministerial level at home and abroad participated in the exhibition and conference, including more than 200 guests at the sub-ministerial level and above. Guests who attended the meeting included French President Emmanuel Macron, Jamaican Prime Minister Andrew Holness, Greek Prime Minister Kyriakos Mitsotakis, and Serbian Prime Minister Ana Brnabic, among many other heads of state and political figures.

## 特色活动

**新产品新技术展示发布平台:** 共举办发布活动53场,其中全球首发新品活动14场,亚洲首发新品活动6场,中国首发新品活动33场,共计发布新品70余件。特邀观众超过8000人,另有数万名观众到场参观。

## Featured Activities

**New product and new technology exhibition and release platform:** a total of 53 release activities were held, including 14 global new product launches, 6 Asian new product launches, 33 Chinese new product launches, with a total of more than 70 new products released. More than 8000 professional visitors were invited, and tens of thousands of other visitors were present.



## 第二届展会回顾

## Review of the Second CIIE

**\$71,130,000,000+**

现场意向成交金额(按一年计)  
The Cumulative Intended Turnover Reached (Within A Year)

**366,000m<sup>2</sup>**

展览面积  
Scale of Exhibition

**181**

参展国家、地区和国际组织  
Countries, Regions and International  
Organizations Exhibiting

**500,000+**

注册专业观众  
Registered Professional Visitors

**400+**

新产品新技术新服务  
New Released Products, Technologies  
and Services

**3,800+**

参展商  
Exhibitors

**39**

交易团  
Trade Delegations

**380+**

配套活动  
Supporting Activities

**288**

世界500强和行业龙头参展  
Exhibitors of Fortune Global  
500 Companies and  
Industrial Leaders





## 企业商业展布局

### 1.1馆 服务贸易展区

生产性服务贸易：金融服务（银行、保险、资产管理等）、物流服务、信息技术服务、检验检测服务、综合服务、供应链管理

生活性服务贸易：文化服务、旅游服务、教育服务、娱乐及体育服务等

### 2.1馆 汽车展区

整车、汽车零部件及汽车电子、汽车配套产品及养护用品、汽车新能源产品及技术、自动驾驶产品及技术、智能出行产品及技术等

### 3馆、4.1馆、5.1馆 技术装备展区

工业自动化及数据信息化、高端机械制造、工业产成品、节能环保等

### 6.1馆、6.2馆 消费品展区

美妆及日化用品、家居用品及礼品、智慧生活及家电、母婴及儿童用品、运动及户外休闲、时尚潮流及艺术品等

### 7.1馆、7.2馆 医疗器械及医药保健展区

药品、医疗器械、养老康复及辅助产品、营养保健食品、健康护理、医疗美容、医疗旅游、医疗技术与服务等

### 1.2馆、8.1馆、8.2馆 食品及农产品展区

饮料和酒类，休闲食品、甜食、调味品，乳制品，蔬果和农产品，肉类、水产品 and 冷冻食品，有机食品，预包装食品，综合食品等

注：企业商业展布局以现场实际公布为准。

## Layout of Enterprise & Business Exhibition

### Hall 1.1 Trade in Services

Trade in productive services: Including financial services (banking, insurance, asset management, etc.), logistics services, information technology services, inspection and testing services, integrated services, supply chain management, etc.

Trade in life services: including services in culture, tourism, education, entertainment and sports, etc.

### Hall 2.1 Automobile

Whole vehicles, automotive parts and components, automotive electronics, automotive supporting products and maintenance supplies, new energy automotive products and technologies, automotive driving products and technologies, intelligent travel products and technologies, etc.

### Hall 3, 4.1, 5.1 Intelligent Industry & Information Technology

Equipment for industrial automation and digital data, high-end machinery manufacturing, industrial finished products, energy conservation and environmental protection, etc.

### Hall 6.1, 6.2 Consumer Goods

Beauty and cosmetics, household goods and gifts, intelligent life and household appliances, maternal and child products, sports and outdoor leisure, fashion trends and works of art, etc.

### Hall 7.1, 7.2 Medical Equipment & Healthcare Products

Drugs, medical devices, old-age rehabilitation and ancillary products, dietary supplements, health care, medical cosmetology, health tourism, medical technology and services, etc.

### Hall 1.2, Hall 8.1, 8.2 Food and Agricultural Products

Beverage and alcohol, snack food, sweets, condiments, dairy products, vegetables, fruits and agricultural products, meat, aquatic products and frozen food, organic food, pre-packaged food, comprehensive food, etc.

Note: The actual layout shall be subject to on-site announcement.

## 企业商业展展位价格

### 室内展馆展位价格

光地: 300美元/平方米或人民币2,100元/平方米  
(36平方米起)

标准展位: 3,000美元/个或人民币21,000元/个  
(9平方米)

### 室外展场展位价格

光地: 200美元/平方米或人民币1,400元/平方米  
(36平方米起)

## Booth Rates of Enterprise & Business Exhibition

### Indoor Booth Rates

Raw Space: USD 300/m<sup>2</sup> or CNY 2,100/m<sup>2</sup> (minimum 36m<sup>2</sup>)

Standard Booth: USD 3,000/9m<sup>2</sup> or CNY 21,000/9m<sup>2</sup>

### Outdoor Booth Rates

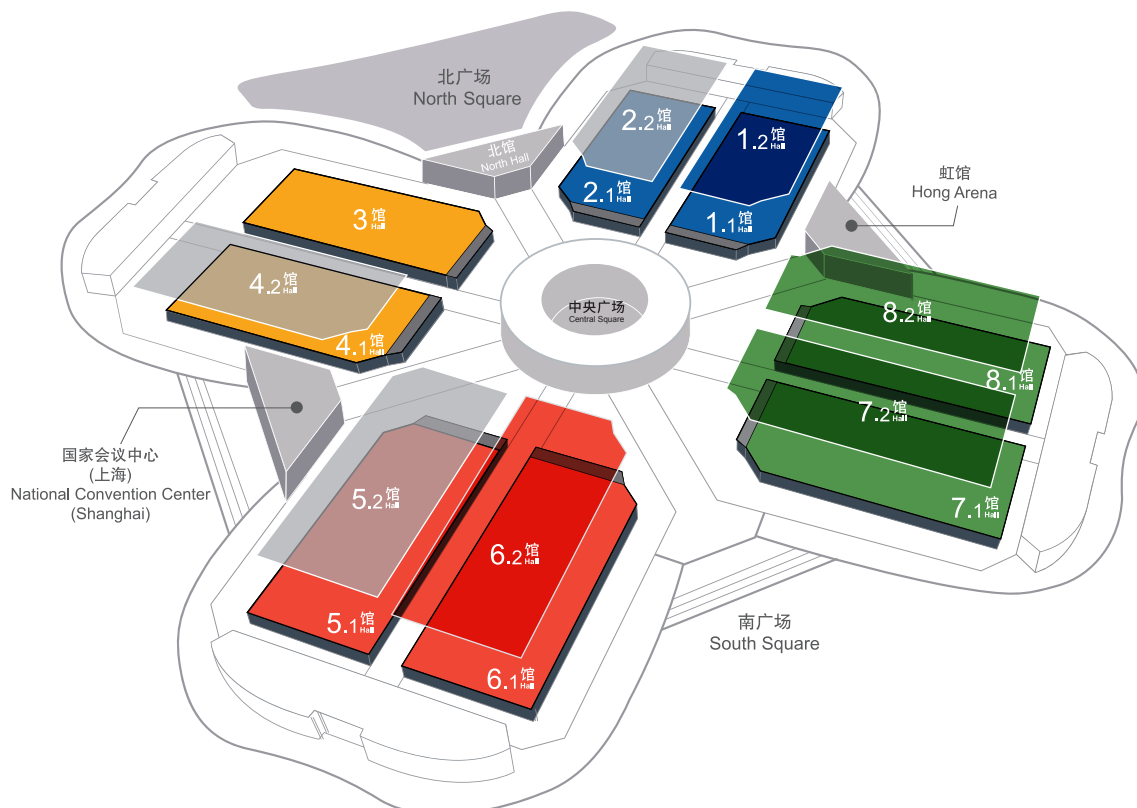
Raw Space: USD 200/m<sup>2</sup> or CNY 1,400/m<sup>2</sup> (minimum 36m<sup>2</sup>)

\*2020年1月31日之前(含)签订参展合同,且在此日期前完成不低于50%首付的参展企业,可享受10%优惠。

报名截止日期: 2020年4月30日

\*Exhibitors that sign exhibition contracts and complete no less than 50% down payment before January 31, 2020 (included) can enjoy a 10% discount.

Booking Deadline: April 30, 2020





## 会展综合体介绍

国家会展中心(上海)总建筑面积超过150万平方米,包括展馆、会议中心、商业广场、办公楼和一家高端酒店,集展览、会议、活动、商业、办公、酒店等多种业态为一体,是目前世界上最大的建筑单体和会展综合体。

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。

**展览场馆:** 国家会展中心(上海)可展览面积共计近60万平方米,其中室内展厅总面积近50万平方米,北广场室外展场10万平方米,货车可直达各个室内展厅。

**会议中心:** 国家会议中心(上海)是中国国际进口博览会开幕式、虹桥国际经济论坛举办地,包括78个大中小型会议室共5.6万平方米会议面积组成的国际化现代会议设施“群落”。

## Introduction of the Venue

National Exhibition and Convention Center (Shanghai) is the world's largest single block building and exhibition complex with a total construction area of more than 1.5 million m<sup>2</sup>. Facilities at NECC (Shanghai) include exhibition halls, the conference center, the commercial plaza, office buildings and a high-end hotel, integrating functions of exhibition, conference, activity, business, office and hotel.

1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national expressway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.

**Exhibition Hall:** The area available to exhibitions at NECC (Shanghai) is nearly 600,000 m<sup>2</sup>, including 500,000 m<sup>2</sup> of indoor exhibition hall and 100,000m<sup>2</sup> outdoor area in North Square, which are all accessible to trucks.

**Convention Center:** National Convention Center (Shanghai) has witnessed the opening ceremony of the first CIIE as well as the Hongqiao International Economic Forum. A total of 78 conference rooms of different sizes together with a conference area of 56,000 m<sup>2</sup> constitute a facility “community” for international modern conferences.



## 报名方式

请联系我们,预订您的展位。

- 在中国国际进口博览会官方网站([www.ciie.org](http://www.ciie.org))上进行在线提交
- 发送参展申请邮件至 [ciie2020@ciie.org](mailto:ciie2020@ciie.org)

## Booth Booking

Please contact us to book your booth as soon as possible.

- Submit online at the official website of CIIE ([www.ciie.org](http://www.ciie.org))
- Send the application email to [ciie2020@ciie.org](mailto:ciie2020@ciie.org)



WECHAT

## 联系我们

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国家会展中心(上海)

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网址: [www.ciie.org](http://www.ciie.org)

## Contact us

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National Exhibition and Convention Center (Shanghai)

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Hotline: + 86-21-67008870/67008988  
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Website: [www.ciie.org](http://www.ciie.org)

**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 联合国开发计划署 联合国贸易和发展会议  
联合国粮农组织 联合国工业发展组织 国际贸易中心

**承办单位:** 中国国际进口博览局 国家会展中心(上海)有限责任公司

**Venue:** National Exhibition and Convention Center (Shanghai)

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

**Partners:** World Trade Organization  
United Nations Development Programme  
United Nations Conference on Trade and Development  
Food and Agriculture Organization of the United Nations  
United Nations Industrial Development Organization  
International Trade Center

**Organizers:** China International Import Expo Bureau  
National Exhibition and Convention Center (Shanghai) Co., Ltd.