



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

第三届进博会配套现场活动

Supporting Activities
of the Third China International Import Expo



消费品展区

Consumer Goods



页码

活动名称 | Activity Name

主办单位 | Host

第三届进博会配套现场活动——消费品展区
Supporting Activities of the Third China International Import Expo
——Consumer Goods

1	2020跨境电商与贸易数字化发展论坛 2020 Cross-Border E-commerce and Trade Digitalization Development Forum	联合国国际贸易中心, 中国电子商会 International Trade Centre(ITC), China Electronics Chamber of Commerce (CECC)
4	中国国际进口博览会参展商联盟体育产业专业委员会主题论坛 Forum for the Sports Industry Professional Committee of the CIIE Exhibitor Association	中国国际进口博览会参展商联盟秘书处 Secretariat of CIIE Exhibitor Association
9	中国国际进口博览会参展商联盟日化消费品专业委员会主题论坛 Forum for the Daily Chemical Consumer Goods Professional Committee of the CIIE Exhibitor Association	中国国际进口博览会参展商联盟秘书处 Secretariat of CIIE Exhibitor Association
13	第三届“设计, 让生活更美好”创新设计论坛 Better Design Better Life	全国工商联家具装饰业商会, 月星集团 China Furniture & Decoration Chamber of Commerce (CFDCC) YueXing Group
16	“新模式、新进口、新消费”发布与签约活动 “New Model New Import New Consumption” Launch Platform and Signing Ceremony	东方国际(集团)有限公司 ORIENT INTERNATIONAL(HOLDING) CO.,LTD.
20	汾酒-爱顿博格签约仪式暨合作发布会 FENJIU-ANTHON BERG SIGNING CEREMONY AND COOPERATION CONFERENCE	山西杏花村汾酒国际贸易有限责任公司 SHANXI XINGHU CUN FENJIU INTERTIONAL TARDE LTD. CO.
24	厦门市跨境进口综合服务供需对接会 Xiamen Cross-border Import Comprehensive Supply and Demand Matchmaking Conference	厦门汉连供应链有限公司 ALPHALOG(XIAMEN)SUPPLY CHAIN MANAGEMENGT CORP

2020跨境电商与贸易数字化发展论坛

2020 Cross-Border E-commerce and Trade Digitalization Development Forum

时间:2020年11月6日
Time: November 6, 2020

地点:国家会展中心(上海) C0-01
Venue: National Exhibition and Convention Center (Shanghai) Hall C0-01

主办单位:联合国国际贸易中心,中国电子商会
Hosts: International Trade Centre (ITC),
China Electronics Chamber of Commerce (CECC)

议程 Agenda

时间 Time	事宜 Agenda
14:00-14:05	介绍嘉宾 Introduction of guests
14:05-14:15	致辞 付乃恂 上海虹桥商务区管理委员会副主任 Speech by Fu Naixun, Deputy Director of Shanghai Hongqiao Business District Management Committee (on site)
14:15-14:25	致辞 吴斌 上海闵行区区委常委、副区长 Speech by Wu Bin, Member of the Standing Committee, Deputy Director of Minhang District of Shanghai (on site)
14:25-14:35	致辞 彭李辉 中国电子商会秘书长 Speech by Peng Lihui, Secretary General of China Electronics Chamber of Commerce (on site)
14:35-14:45	致辞 穆罕迈德·艾凡 (Muhammad Irfan) 巴基斯坦驻广州总领事馆商务处商务参赞 Speech by Muhammad Irfan, Commercial Counsellor, Commercial Office, Consulate General of Pakistan in Guangzhou (on site)
14:45-14:50	演讲主题:电子商务的未来 演讲嘉宾:克里斯蒂安·纳米 (Christian NAMY) 前法国议员、欧盟社区主席、国际经济学家 (视频) Keynote Speech (online) Topic: Future of E-commerce Speaker: Christian NAMY, Former French MP, EU Community President, International Economist
14:50-15:20	演讲主题:贸易数字化中国定义 演讲人:张为志 商务部配额许可证事务局贸易数字化专家委员会委员 Keynote Speech (on site) Topic: Definition of Trade Digitization in China Speaker: Zhang Weizhi, Member of Trade Digitization Expert Committee of Quota and License Bureau of Ministry of Commerce
15:20-15:30	演讲主题:摩洛哥电子商务与数字贸易发展 查基卜·阿尔吉 (Chakib ALJ) 摩洛哥企业家联合会主席 (视频) Keynote Speech (online) Topic: E-commerce and Digital Trade Development in Morocco Speaker: Chakib ALJ, President, Moroccan Federation of Entrepreneurs

15:30-15:50	<p>演讲主题:中小企业跨境贸易服务数字化趋势与应用 演讲人:方尧 迈创集团高级副总裁 Keynote Speech (on site) Topic: Digitization Trend and Application of Cross-border Trade Services of SMEs Speaker: Fang Yao, Senior Vice President of Maitrox Group</p>
15:50-16:10	<p>演讲主题:B2B跨境电商带动商业新模式 演讲人:侯志刚 中非电子商务有限公司董事长 Keynote Speech (on site) Topic: Seamless Integration Development of Global B2B Trading Platform Speaker: Hou Zhigang, Chairman of China Africa E-commerce Co., Ltd</p>
16:10-17:00	<p>对话主题:从跨境电商到贸易数字化:企业转型与创新 主持人:李星慧 杭州跨境电子商务协会常务副会长 对话嘉宾: 王健 对外经贸大学国际商务研究中心主任 王维 行云集团创始人CEO 刘波 泛鼎国际集团董事长 王薇 杭州乐链网络科技有限公司创始人 高浪 杭州高浪控股有限公司CEO Panel Discussion (on site) Topic: From Cross Border E-commerce to Trade Digitization: Enterprise Transformation and Innovation Host: Li Xinghui, Executive Vice President of Hangzhou Cross Border E-Commerce Association Guests Wang Jian, Director of International Business Research Center, University of International Business and Economics Billy, Founder and CEO of Xingyun Group Liu Bo, Chairman of Fanding International Group Wang Wei, Founder of Hangzhou Lelian Network Technology Co., Ltd Gao Lang, CEO of Hangzhou Gaolang Holding Co., Ltd</p>



活动相关内容 Related Content about Activities



会上,由中国电子商会、上海虹桥商务管理委员会、上海闵行区人民政府共同支持设立的“虹桥国际贸易数字化产业园”正式签约、揭牌。双方共同搭建贸易数字化功能性服务平台,推动贸易数字化企业在虹桥商务区的集聚与产业生态的发展与创新。通过园区的落户建设,将进一步夯实贸易数字化发展基石,引导与帮助数字化企业更好承接发展新商机。同时,包括中国电子商会虹桥国际贸易数字化产业园运营战略合作、国际贸易数字化综合服务平台(上海)、中小企业海外服务供应链管理平台等在内的多个园区入驻项目在会场上落地签约。

The "Hongqiao International Trade Digital Industrial Park" jointly supported by China Electronics Chamber of Commerce, Shanghai Hongqiao Business Management Committee and Shanghai Minhang District Government officially signed

and unveiled at the meeting. The two sides will jointly build a functional service platform for trade digitalization to promote the agglomeration of trade digital enterprises in Hongqiao Business District and the development and innovation of industrial ecology. Through the settlement and construction of the park, it will further consolidate the cornerstone of digital trade development and guide and help digital enterprises better undertake new business opportunities. At the same time, a number of Park settlement projects, including the operation strategic cooperation of China Electronics Chamber of Commerce, Hongqiao International Trade Digital Industrial Park, International trade digital integrated service platform (Shanghai), and overseas service supply chain management platform for small and medium-sized enterprises, were signed.



中国国际进口博览会参展商联盟 体育产业专业委员会主题论坛

Forum for the Sports Industry Professional Committee of the CIIE Exhibitor Association

时间:2020年11月6日
Time: November 6, 2020

地点:国家会展中心(上海) B0-01
Venue: National Exhibition and Convention Center (Shanghai) Meeting Room B0-01

主办单位:中国国际进口博览会参展商联盟秘书处
Host: Secretariat of CIIE Exhibitor Association

议程 Agenda

时间 Time	活动内容 Agenda
第一部分 加快中外交流, 构建体育产业创新发展愿景 Part One: Enhance Communications between China and Foreign Countries, Build a Vision for Innovative Development of Sports Industry	
14:00-14:15	领导及嘉宾致辞 国家体育总局经济司副司长彭维勇致辞 国家会展中心(上海) 党委副书记时煌军致辞 中国法国工商会总经理 Caroline PENARD致辞 体育专委会会长单位迪卡侬高级副总裁巴学凯Pascal BIZARD发言 Leaders and Guests' Addresses Address by Peng Weiyong, Deputy Director of Department of Economy, General Administration of Sport of China Address by Shi Huangjun, Deputy Secretary of the CPC Committee of National Exhibition and Convention Center (Shanghai) Address by Caroline Penard, General Manager of French Chamber of Commerce and Industry in China (CCI France Chine) Address by Pascal Bizard, Senior Vice-President of Decathlon (President Unit of Sports Industry Special Committee)
14:15-14:30	行业报告发布 专委会副会长单位普华永道中国体育行业合伙人张翌发布《2020年体育行业调查报告》 专委会会长单位迪卡侬中国区副总裁王亭亭发布《国民大众运动健康报告》 Release of the Industry Report Release of Sports Industry Survey Report 2020 by Zhang Yi, Chinese Sports Industry Partner with PwC (Vice President Unit of Sports Industry Special Committee) Release of National Public Sports and Health Report 2020 by Wang Tingting, Vice-president of Decathlon China
第二部分 积极践行公益、勇担社会责任 Part Two: Actively Participate in Public Welfare Activities and Take Social Responsibilities	
14:30-14:40	抗疫之光 谱写人文情怀, 传递和谐友爱 成员企业以视频合集的形式, 播放、分享参与抗击疫情的故事 Humanism, Harmony, and Fraternity in Fight Against COVID-19 Use videos to share member enterprises' stories of fighting against COVID-19

14:40-14:50	<p>扶贫之路 美国卡骆驰集团物资捐赠活动 贵州省贵阳市云岩区区长王黔发言 卡骆驰全球副总裁、大中华区总经理Frankie Taylor发言 贵阳市红十字会秘书长胡云志发言 美国卡骆驰集团、贵阳市云岩区政府、贵阳市红十字会与贵州曦和集团签署物资捐赠协议 CROCS进博会纪念手绘版经典克骆格赠鞋仪式 Toward Poverty Reduction: Crocs Donates Wang Qian, Mayor of Yunyan District, Guiyang, Guizhou Province Address by Frankie Taylor, Global Vice-President of Crocs & General Manager of Crocs Greater China Address by Hu Yunzhi, General Secretary, Red Cross Society of China Guiyang Branch, Guizhou Province Donation Agreement Signing Ceremony between Crocs, Yunyan District People's Government, Red Cross Society of China Guiyang Branch and Guizhou Xihe Group Crocs CIE Hand-painted Commemorative Edition of Classic Clog Gifting Ceremony</p>
14:50-15:00	<p>未来之期 共创可持续未来 迪卡侬联合WRI世界资源研究所宣读体育产业可持续发展倡议 迪卡侬集团北亚区工业采购总监Frederic MERLEVEDE马福德与世界资源研究所北京代表处方莉 全球首个行业可持续发展文件签署仪式 Work Together for a Sustainable Future Announcement of Sustainable Development Initiative for Sports Industry by Decathlon and World Resource Institute (WRI) Signing Ceremony of the World's First Industrial Sustainable Development Document Between Frederic Merlevede, Industrial Purchase Director of Decathlon North Asia and Fang Li, Representative from the Beijing Office of WRI</p>

第三部分 外资体育企业走好“进口之路” Part Three: Take a Good Road of Import by Foreign-funded Sports Enterprises

15:00-15:30	<p>圆桌讨论 外资体育企业走好“进口之路” 陈晓彤 日本亚瑟士集团执行董事、亚瑟士(中国)商贸有限公司 董事、亚瑟士大中华地区总裁 刘钊 亚洲电子体育联合会总干事 张翌 普华永道中国体育行业合伙人 方伟 Francois-Victor NOIR 法国大使馆法国体育俱乐部代表 Round Table Discussion: Take a Good Road of Import by Foreign-funded Sports Enterprises Chen Xiaotong, Executive Director of Asics & Director of Asics (China) Trading Co., Ltd. & President of Asics Greater China Liu Zhao, Director-General of Asian Electronic Sports Federation (AESF) Zhang Yi, Chinese Sports Industry Partner with PwC Fang Wei (Francois-Victor Noir), Representative of French Sports Club under French Embassy to China</p>
15:30	<p>活动结束 Closing</p>

活动相关内容 Related Content about Activities



11月6日,进博会参展商联盟体育产业专业委员会“体育产业创新发展”主题论坛在国家会展中心(上海)举行。国家体育总局体育经济司副司长彭维勇、国家会展中心(上海)党委副书记时煌军、中国法国工商会总经理韦嘉玲(Caroline PENARD)出席会议并致辞。

体育行业国际巨头首次齐聚

第三届进博会体育产业专业委员会由来自法国、美国、日本、中国香港等多个国家和地区的体育展商组成,汇聚迪卡侬、耐克、亚瑟士、亚洲电子体育联合会、尤尼克斯、斯凯奇、普华永道等11家业内知名国际企业。

专委会会长单位代表迪卡侬中国区高级副总裁巴学凯Pascal Bizard先生表示,进博会将有助于产业内各行业间加速合作,有利于体育产业与其他产业的跨界共赢,构筑具有全球影响力的体育生态圈。

在本次论坛上,迪卡侬发布了《2020大众运动健康报告》。该报告详尽分析了新冠肺炎疫情发生前后大众运动的发展变化,提出体育运动将成为大众健康的新主流选择。此外,普华永道对全球和中国体育行业现状进行宏观解读,发布《2020体育行业调查报告》。

该报告综合来自全球及中国780位体育行业领导者对行业发展的判断,对业内重大变革机遇进行了研究与探讨。

彰显企业社会责任

强化体育产业发展向上向善

疫情期间,几乎整个体育产业都受到冲击,但这并未阻挡体育企业抗疫救市的决心。从驰援武汉到全球防疫,迪卡侬、耐克、智奥会展、斯凯奇、卡骆驰、NBA等体育专委会单位倾力而出。

在全球性公共卫生危机面前,企业谱写体育精神,传递和谐友爱。本次论坛上,美国卡骆驰集团携手贵阳雅丹丽贸易有限公司向贵阳市红十字会捐赠49,000余双鞋品;法国迪卡侬携手全球环境与经济发展智库WRI世界资源研究所发起体育行业可持续发展倡议,并作为代表企业签署环保经济共同发展合作协议。

在圆桌论坛环节,与会企业表示,进博会正成为整合体育产业链资源、推动行业可持续发展的全球据点。随着中国体育产业全球影响力不断提升,越来越多海外体育企业将在进博会上共享在华发展新机遇。

The forum themed "Innovative Development of Sports Industry" of the Special Committee of CIIE Enterprise Alliance was held at the National Exhibition and Convention Center (Shanghai) on November 6, 2020. The forum was addressed by Peng Weiyong, Deputy Director of Department of Economy under the General Administration of Sport of China, Shi Huangjun, Deputy Secretary of the CPC Committee of National Exhibition and Convention Center (Shanghai), and Caroline Penard, General Manager of French Chamber of Commerce and Industry in China (CCI France Chine).

First Gathering of International Giants in Sports Industry

The Sports Industry Special Committee of the third CIIE is composed of sports exhibitors from a lot of countries and regions including France, the US, Japan, and Nong Kong. The participating brands include 11 international well-known enterprises including Decathlon, Nike, Asics, Asian Electronic Sports Federation (AESF), Yonex, Skechers, and PwC. Pascal Bizard, Senior Vice-president of Decathlon China, a President Unit of the Sports Industry Special Committee, said that CIIE will

accelerate cooperation between various businesses in the industry, facilitate the cross-border win-win situation between the sports industry and other industries, and help build a sports ecosystem with global influence.

At the forum, the National Public Sports and Health Report 2020 was released by Decathlon. The report analyzes in detail the development and changes of public sports before and after the outbreak of COVID-19 and predicts that sports will become the public's new mainstream choice for health. PwC also released the Sports Industry Survey Report 2020, which interprets the current situation of the sports industry in China and around the globe from a macro perspective. The report studies and discusses major reform opportunities in the sports industry based on the judgments of 780 sports industry leaders from around the world and China on the development of the industry.

Demonstrate Corporate Social Responsibility,
Promote the Sports Industry to Achieve Better
Development and to Benefit the Public

Though almost the entire sports industry was hit by the COVID-19 pandemic, this did not impede the





determination of sports companies to fight the virus. Members of the Sports Industry Special Committee of CIIE, including Decathlon, Nike, GL events, Skechers, Crocs, and NBA went all out to assist Wuhan and the globe in the fight against the virus. In the face of the global public health crisis, sports enterprises forge ahead with sport spirits and show harmony and fraternity. At the forum, the USA-based Crocs and Guiyang Yadanli Trading Co., Ltd. jointly donated more than 49,000 pairs of shoes to the Red Cross Society of China Guiyang Branch. Decathlon France as a representative of enterprises and World Resources Institute (WRI), a think tank for the global environment and economic development, launched an initiative for the sustainable development of the sports industry and signed a cooperation agreement on the joint development of environmental protection and economy.



On the round table talk, the present enterprises said that the CIIE is becoming a global base that integrates resources in the sports industry chain and promotes the sustainable development of the industry. As the global influence of China's sports industry continues to increase, more and more foreign sports enterprises will share new development opportunities in China via the CIIE.

中国国际进口博览会参展商联盟日化消费品 专业委员会主题论坛

Forum for the Daily Chemical Consumer Goods Professional Committee of the CIIE Exhibitor Association

时间:2020年11月7日
Time: November 7, 2020

地点:国家会展中心(上海) 会议中心-23米层03会议室 北03
Venue: National Exhibition and Convention Center (Shanghai) 23m ceiling Conference Room North 03

主办单位:中国国际进口博览会参展商联盟秘书处
Host: Secretariat of CIIE Exhibitor Association

议程 Agenda

时间 Time	活动内容 Agenda
15:00-15:02	主持人开场 介绍出席领导及7家企业代表 欢迎媒体代表 The host delivers opening speech, introduces leaders and representatives of 7 enterprises, and greets media representatives.
15:02-15:15	主旨发言: 杨小玲 生态环境部宣传教育司副司长 马凤民 中国进口博览局财务总监 刘敏 上海市商务委副主任 兰珍珍 欧莱雅中国副总裁、日化消费品专委会会长单位代表 发布《2020中国美好消费趋势报告》 Keynote speeches by: Yang Xiaoling, Deputy Director of the Department of Communications and Education of Ministry of Ecology and Environment Ma Fengmin, Chief Financial Officer of China International Import Expo Bureau Liu Min, Deputy Director of Shanghai Municipal Commission of Commerce Lan Zhenzhen, Vice President of L'Oréal China and Representative of President Unit of the Special Committee of Consumer Goods for Daily Use releases the 2020 China Good Consumption Trend Report

15:15-15:20	<p>发布“引领创新 助力绿色,以美好消费共创美丽中国”联合倡议 兰珍珍作为会长单位代表上台宣读宣言 领导和7家企业代表上台合影</p> <p>Release the joint initiative of "leading innovation, impelling environment protection, and building a beautiful China with good consumption Lan Zhenzhen, Representative of President Unit of the Special Committee of Consumer Goods for Daily Use, delivers the declaration Group photo of leaders and representatives of 7 enterprises on the stage</p>
15:20-16:00	<p>圆桌论坛:绿色复苏,共创美好 论坛主持:郎华 商道纵横合伙人副总经理 问题一:可持续发展对于企业未来发展的重要性,企业分享可持续发展战略及在华实践优秀案例:(每位发言人3-5分钟) 问题二:如何引导消费者履行生态环境责任,践行公民生态环境行为准则 建议发言嘉宾:中华环境保护基金会副秘书长 房志(每位发言人3分钟)</p> <p>Roundtable Forum: Green Recovery for a Better Life Host: Lang Hua, Partner and Vice General Manager of SynTao-Sustainability Solutions Q1: Importance of sustainable development to enterprises' future development: enterprises share sustainable development strategies and excellent cases in China (3-5 minutes for each speaker) Q2: How to guide consumers to fulfill environmental protection responsibilities and practice the Code of Conduct for Citizens' Ecological Environment Protection Behaviors Recommended speaker: Fang Zhi, Deputy Secretary-General of China Environmental Protection Foundation (3 minutes for each speaker)</p>

活动相关内容 Related Content about Activities



2020年11月7日，第三届中国国际进口博览会参展商联盟日化消费品专业委员会“美好消费，美好生活”主题论坛在国家会展中心（上海）成功举办。

生态环境部宣传教育司副司长杨小玲，中国国际进口博览局财务总监马凤民，上海市商务委副主任刘敏，中华环境保护基金会理事长徐光、副秘书长房志，中国国际进口博览会参展商联盟日化消费品专业委员会企业代表等嘉宾参与讨论。

生态环境部宣传教育司副司长杨小玲表示，“我国已进入消费需求持续增长、消费拉动经济作用明显增强的重要阶段，美好消费模式具有巨大发展空间和潜力，对于中国经济绿色、高质量转型意义重大。”中国国际进口博览局财务总监马凤民说，“中国疫情防控取得重大战略成果，中国消费市场稳定向上回暖、境外消费加速回补，逐步跑出“加速度”。本次论坛的举办，是日化消费品专委会促进美好消费“五个一计划”的重要组成项目，在呼吁行业企业共担责任，发挥行业协同影响力方面将起到至关重要的推动作用。”

论坛现场，促进美好消费“五个一”计划中的另一项重磅研究——《2020中国美好消费趋势报告》也同期发布，以期挖掘消费品行业美好消费新机遇，促进企业发挥自身价值、释放绿色经济新活力。此外，包括欧莱雅、爱茉莉太平洋、雅诗兰黛、花王、宝洁、资生堂、联合利华在内的7家日化消费品专委会成员企业一起签署了联合

倡议书——“引领创新、助力绿色，以美好消费共创美丽中国”。

论坛现场还举办了“绿色复苏，共创美好”圆桌讨论，专委会企业代表、政府部门代表和行业协会代表围绕“企业可持续发展战略及循环经济促进”以及“如何引导消费者践行公民生态环境行为准则”两大议题展开了深入的探讨和交流，提出了许多关于绿色包裹、回收、零塑的包装循环利用地新思路和与消费者互动的新方式。

On November 7, 2020, the forum themed "Good Consumption, Better Life" by the Special Committee of Consumer Goods for Daily Use of the third China International Import Expo (CIIE) was successfully held at the National Exhibition and Convention Center (Shanghai).

Yang Xiaoling, Deputy Director of the Department of Communications and Education of Ministry of Ecology and Environment, Ma Fengmin, CFO of China International Import Expo Bureau, Liu Min, Deputy Director of Shanghai Municipal Commission of Commerce, Xu Guang, Chairman of China Environmental Protection Foundation (CEPF), and Fang Zhi, Deputy Secretary of



CEPF, as well as enterprise representatives of the Special Committee of Consumer Goods for Daily Use of CIIE Enterprise Alliance and other guests, participated in the discussion.

Yang Xiaoling, Deputy Director of the Department of Communications and Education of Ministry of Ecology and Environment, said, "China has entered an important stage where people's consumer demands keep growing and the role of consumption in driving the economy has been significantly enhanced. The good consumption pattern has great space and potential for development, and it is of great significance to the green and high-quality transformation of China's economy." Ma Fengmin, CFO of China International Import Expo Bureau, said, "China has made major strategic achievements in the COVID-19 pandemic prevention and control. China's consumer market steadily picks up and the consumption is upgraded to compensate for the lost consumption abroad in a rapid manner. This forum is an important part of the "five-one" (one forum, one live broadcasting, one policy explanation, one

overseas presentation, and one industrial report) plan of the Special Committee of Consumer Goods for Daily Use to promote good consumption. It plays a vital role in calling on industry enterprises to share responsibilities and exert the coordinated influence of industries."

At the site of the forum, the 2020 Report on Good Consumption Trends in China was also released, which is another major study in the "five-one" plan to promote good consumption, with a view to tapping new opportunities for upgraded consumption in the consumable industry and promoting enterprises to give full play to their own value and release the new vitality of the green economy. In addition, seven member enterprises of the Special Committee of Consumer Goods for Daily Use, namely L'Oréal, AMORPACIFIC GROUP, Estée Lauder, KAO, Procter & Gamble, Shiseido, and Unilever signed a joint written proposal titled "Lead Innovation and Facilitate Green Development, Create a Beautiful China with Good Consumption".

A round-table discussion on "Green Recovery and Co-create Better Life" was also held during the forum. Enterprise representatives of the Special Committee, government departments, and industry associations conducted in-depth discussions and had exchanges on two topics: "the strategy of sustainable development of enterprises and the promotion of circular economy" and "How to guide consumers to implement the code of conduct of citizens relating to ecological environment". Also, they put forward some new ideas about the recycling of green parcels and zero-plastic packaging, as well as new ways to interact with consumers.

第三届“设计,让生活更美好”创新设计论坛

Better Design Better Life

时间:2020年11月6日

Time: November 6, 2020

地点:国家会展中心(上海) M6-02

Venue: National Exhibition and Convention Center (Shanghai) Meeting Room M6-02

主办单位:全国工商联家具装饰业商会,月星集团

Hosts: China Furniture & Decoration Chamber of Commerce (CFDCC) YueXing Group

议程

Agenda

时间 Time	内容 Content
13:00-13:45	论坛嘉宾签到(会议室:M6-02) Guest registration (M6-02, Meeting Room)
14:00	论坛正式开始 主持人:张仁江(中国) 全国工商联家具装饰业商会秘书长 Forum opening Host: Zhang Renjiang (China) Secretary-General of CFDCC
14:10-14:15	上海市商务委副主任 刘敏 致辞 Speech by leader from Shanghai Municipal Commission of Commerce
14:15-14:20	上海市普陀区委常委,副区长人选 姚汝林 致辞 Speech by leader from Putuo District, Shanghai
14:20-14:50	全国政协委员,全国工商联家具装饰业商会会长,月星集团董事局主席 丁佐宏 致辞 Speech by Ding Zuohong, Member of the national committee of CPPCCC, Chairman of CFDCC, Board Chairman of Yuexing Group
14:50-15:10	主旨演讲一 演讲题目:当下和未来城市可持续发展 演讲嘉宾:大卫·毕加索 David Picazo(西班牙) 全球可持续发展建筑设计专家 TED 演讲平台可持续发展设计讲师 Keynote Speech I Theme: Present and Future Sustainable Urban Development Guest: David Picazo (Spain) an expert on global sustainable building design, and a lecturer on sustainable design of TED Talks

15:10-15:30	<p>主旨演讲二 演讲题目:2020中国“当代东方”生活方式 演讲嘉宾:陈飞杰(中国·香港) 东方现代生活创导者 香港鲁班学院院长 Keynote Speech II Theme: 2020 China "Contemporary Oriental" Lifestyle Guest: Rocky Chan (Hong Kong, China) Pioneer of Oriental Life Style Founder of Hong Kong Luban Institution</p>
15:30-15:50	<p>主旨演讲三 演讲题目:屋顶之下本该无醛 演讲嘉宾:于文杰(中国) 中国无醛板第一人 万华生态板业股份有限公司总经理 Keynote Speech III Theme: No Formaldehyde under the Roof Guest: Frank Krueger (China) Pioneer for No-formaldehyde boards General Manager of Wanhua Ecoboard Co., Ltd.</p>
15:50-16:10	<p>主旨演讲四 演讲题目:理性建筑 感性设计 演讲嘉宾:史迪威(中国·台湾) 台湾著名设计师 哈佛大学设计硕士 美国麻省理工学院 助理讲师高迪设计工程有限公司 总经理 美国 JUNG/BARNNEN ASSOC.INC.项目设计师 Keynote Speech IV Theme: Rational Architecture Sensual Design Guest: STEVE SHIH (Taiwan, China) a famous Taiwanese designer, Master of Arts in Design, Harvard University Assistant Lecturer at MIT, General Manager of Goodlinks Designer of Jung Brannen Associates, Inc.</p>
16:10-17:00	<p>圆桌论坛:设计动能,产业复兴,共建美好生活 嘉宾1:许惊鸿 全国工商联家具装饰业商会执行会长,月星集团副总裁(中国) 嘉宾2:RYAN PATRICK O'HARA 美国 Maison Couture 室内设计公司创始人(美国) 嘉宾3:MARIO FERRARELLO STRABALA+ (马苏) 建筑公司建筑师、高级设计师(意大利) 嘉宾4:林琮然 CROX闊和国际有限公司创始人、设计总监(中国·台湾) Roundtable forum: Design-driven Leads to the Good Life Guest 1: Xu Jinghong, Chairman of CFDCC, Board Chairman of Yuexing Group (from China) Guest 2: Ryan Patrick O'Hara, Founder of Maison Couture (from the US) Guest 3: Mario Ferrarello, Architect and Senior Designer of Strabala+ (from Italy) Guest 4: C.R.Lin, Founder and Design Director of CROX (from Taiwan, China)</p>

活动相关内容 Related Content about Activities



作为展会期间设计领域的重要交流平台,创新设计论坛已连续举办至第三届。本届论坛由全国工商联家具装饰业商会、月星集团主办。普陀区委常委姚汝林,全国政协委员、全国工商联家具装饰业商会会长、月星集团董事局主席丁佐宏先生,来自室内、建筑、艺术设计等领域的大咖及环保行业践行者、行业专家、知名企业家出席。

本届创新设计论坛坚持走“城市更新、设计驱动,产业融合、模式创新”的新路,通过设计服务对接海外品牌,深化与全球主要贸易体的服务贸易战略合作。同时,以设计为动能,促进内外循环。

As an important communication platform in design sector during the 3rd CIIE, the design and innovation forum has been held for the 3rd consecutive session. Sponsored by CFDCC and Yuexing Group, this forum was attended by Yao Rulin, member of Standing Committee of the CPC Putuo District Committee, Ding Zuohong, member of the national committee of CPPCC and Board Chairman of

Yuexing Group, big names in interior, architectural and artistic design, practitioners in environmental protection industry, industry experts and famous business owners.

Following the path of "urban renewal, design-driven, industrial integration and model innovation", this forum aims to deepen strategic cooperation with global major trading countries in trade in service by connecting with overseas brands through design services and to promote domestic and international circulations driven by design.



“新模式、新进口、新消费”发布与签约活动

“New Model, New Import, New Consumption” Launch Platform and Signing Ceremony

时间:2020年11月7日
Time: November 7, 2020

地点:国家会展中心(上海) 4.2H D1
Venue: National Exhibition and Convention Center (Shanghai) Hall 4.2 D1

主办单位:东方国际(集团)有限公司
Host: Orient International (Holding) Co., Ltd.

承办单位:上海市综合贸易服务商联盟、东方国际(集团)有限公司
Organizer: Shanghai Municipal Comprehensive Trade Service Alliance, Orient International (Holding) Co., Ltd.

支持单位:上海市长宁区人民政府
Supporters: Changning District People's Government of Shanghai

合作单位:中国联合网络通信有限公司上海市分公司
Partners: China United Network Communications Group Co., Ltd. Shanghai Branch

议程 Agenda

时间 Time	内容 Content
主持:孙睿淇(上海第一财经电视主持人)	
9:00-9:02	先导片 Beginning
9:02-9:20	领导致辞 上海市人民政府领导、中国国际进口博览局领导、上海市国资委领导、东方国际集团领导 Leaders' Speech

9:20-9:45	<p>发布活动及签约仪式 “新模式”篇 1.新品发布 (1)装备:德国3D智能旋转曝气喷射器 亚洲首发 展商高管发言 德国BWT专业水处理设备——软水机新品发布 (2)医疗:西科姆的新型养老服务 中国首发 展商高管发言 长宁区领导现场采访 丹纳赫做精准医疗方案推介 展商高管发言 美敦力做智慧医疗方案推介 展商高管发言 (3)消费品:斯凯奇、德国玩具Playmobil、德绒膨体纤维新品发布 (4)汽车:牛仁新能源汽车 (5)食品:东方直采 寻味原产地 (来自英国、乌克兰、斯里兰卡、马来西亚、埃塞俄比亚、德国、新西兰、日本、巴西、柬埔寨、牙买加等国别,含一带一路国家) "New Model" Section——New Products Launch A. Equipment: HST: senior executives of Germany 3D intelligent rotary aerator jet developer in Asia. BWT: professional water treatment equipment in Germany. B. Medical care: SECOM: New pension service launched in China. Danaher: Introduction of precision medical scheme. Medtronic: Introduction of smart medical solution promotion. C. Consumer Products: new product launch of 'Sketchers', German toys 'Playmobil' and German puff fiber 'Dralon' D. Automobile: Neuron: new energy vehicle E. Food: Food Global Purchase of Orient International</p>
9:45-10:15	<p>“新进口”篇 1.场内采购及战略合作签约 (9:45-10:15) 25个签约项目集体签约,现场签约金额达10亿人民币。 前两组签约由市商委领导见证。 医疗专项签约由卫健委领导见证。 'New Import' section A. On site procurement and strategic cooperation signing ceremony 25 signed projects were signed collectively.</p>
10:15-10:20	<p>2.集团推荐展商提前签约第四届进博会发布仪式 作为进博会连续三年组展机构之一,携海外展商签约第四届进博会食品及农产品、消费品和装备展位。 B. Signing Ceremony for the 4th CIIE Exhibitors.</p>
10:20-10:55	<p>“新消费”篇 1、《新业态新模式引领新消费大数据》联通公司 2、新渠道建设:虹桥品汇(视频) 3、新消费对话-顺势而为 中央广播电视总台上海总站主持人对话 ITIB(薇娅viya团队)执行总裁 邵军 'New Consumption' Section A. New formats and new models lead new consumption big data launch China United Network Communications Corporation Limited Shanghai Branch B. New channel construction: Hongqiao Import Commodity Exhibition and Trading Center C. Dialogue on new consumption: Trend Host of Shanghai Central Radio and television station & ITIB CEO</p>
10:55-11:00	<p>东方国际推荐 部分亮点展品参观路线 Star Products and Visiting Routes</p>

活动相关内容 Related Content about Activities



2020年11月7日上午,由东方国际(集团)有限公司主办,上海市综合贸易服务商联盟承办,长宁区人民政府支持的“新模式、新进口、新消费”发布与签约活动在国家会展中心(上海)举行,上海市副市长宗明出席活动并致辞。市政府副秘书长尚玉英,进博局副局长刘福学,市商务委主任华源,市卫健委党组书记章雄,市国资委副主任袁泉等领导应邀出席。东方国际集团党委书记、董事长童继生、总裁朱勇等党政班子成员以及相关负责人参加。

“新模式”篇,东方国际集团持续发挥海内外优势,实现从“买全球”到“卖全球”。现场发布的新品有:德国HST智慧排水系统,日本西科姆创新服务体系,美敦力智慧医疗,干纺和湿纺腈纶生产商德国德绒,新能源出行公司牛仁汽车,东方直采食品等。

“新进口”篇,东方购物车,密集签单10亿元。活动现场东方国际集团签订25项协议,内容涵盖场内产品采购、战略合作等方面。同时,集团作为连续三届的展览合作伙伴,积累了不少“回头客”,现场还举行了展商提前签约第四届进博会的仪式。

“新消费”篇,联通公司带来新业态新模式引领新消费大数据发布,及由业内知名企业ITIB公司及阿里巴巴集团带来新业态对线上线下深度融合的零售新模式的分享。



东方国际集团运用进博会这一平台优势,优化一站式服务、深化交流合作、丰富采购渠道、挖掘采购潜力,坚持更高成效,发挥进博会溢出效应。

On the morning of November 7, 2020, the "New Model, New Import, New Consumption" was launched and signed by Orient International Group Co., LTD. undertook by Alliance of Comprehensive Trade Service Providers and supported by Changning District People's Government in National Exhibition and Convention Center (Shanghai). Zong Ming, the Vice Mayor of Shanghai attended the event and delivered a speech. Shang Yuying, Deputy Secretary-General of municipal Government; Liu Fuxue, Deputy director of CIIE Bureau; Hua Yuan, Director of Municipal Commerce Committee; Zhang Xiong, Secretary of Party Group of Municipal Health Committee; Yuan Quan, Deputy director of SSAC and other leaders were invited to attend the meeting. Tong Jisheng, Chairman and Party Committee Secretary of Orient International Group, Zhu Yong, President of Orient International Group and other members of the committee and relevant personnel in charge of Orient Group also attended the meeting.

In the 'New Model' section of the event, Orient International Group introduced how to continuously give full play to its domestic and overseas advantages to realize the transformation from 'buy globally' to 'sell globally'. New products were released on the spot, including: Smart drainage system of German HST; Innovative service system of Japan Sikom; Smart medical service of Medtronic; Dry spinning and wet spinning acrylic manufacturer

of German Dralon; New energy travel of Neuron EV Automobile and Directly-selected foods from Orient International Group and etc.

In the 'New Import' section, 'Oriental Shopping Cart' intensively signed 1 billion yuan of orders. At the event site, Orient International Group signed 25 agreements, covering on-site product procurement, strategic cooperation and other aspects. At the same time, as the exhibition partner of CIIE for three consecutive years, the group has accumulated a lot of 'returned customers', therefore held a ceremony for exhibitors to sign a contract in advance for the fourth CIIE.

In the 'New Consumption' section, China Unicom brought new business formats and new models to lead the release of big data of new consumption. ITIB and Alibaba Group, well-known enterprises in the industry, also brought new business formats to share the new retail model of deep integration of online and offline retails.

Using the advantages of CIIE as a platform, Orient International Group has optimized one-stop services, deepened exchanges and cooperation, enriched procurement channels, and tapped procurement potential to achieve higher results and give rein to the spillover effect of CIIE.



汾酒-爱顿博格签约仪式暨合作发布会

FENJIU-ANTHON BERG SIGNING CEREMONY AND COOPERATION CONFERENCE

时间:2020年11月7日
Time: November 7, 2020

地点:国家会展中心(上海) M2-02
Venue: National Exhibition and Convention Center (Shanghai) Meeting Room M2-02

主办单位:山西杏花村汾酒国际贸易有限责任公司
Host: SHANXI XINGHU CUN FENJIU INTERTIONAL TARDE LTD. CO.

议程 Agenda

时间 Time	活动内容 Agenda
10:00-10:30	签到 Sign in
10:30-10:40	主持人宣布签约仪式正式开始 The host announce the start of the ceremony
10:40-10:50	山西省商务厅副厅长 王岫 发表讲话 Speech given by Mrs Wang Xiu, The Vice Director of Dept of Commerce of Shanxi
10:50-11:00	汾酒党委委员 董事 杨波 发表讲话 peech given by Mrs Yang Bo, The Member of Party Committee, the Director of the Board of Fenjiu
11:00-11:10	丹麦王国驻上海总领事馆 总领事JakobLinulf 发表讲话 Speech given by Mr Jakob Linulf, the Consul General of the General Consulate of Denmark in Shanghai
11:10-11:20	汾酒技术中心主任 韩英发表讲话 Speech Given by Mrs Han Ying, the Director of Technology Center of Fennjiu
11:20-11:25	播放介绍视频 Playing Video of the program
11:25-11:40	邀请品牌双方代表进行签约仪式 Invite representatives from both companies to sign
11:40-11:50	拍照合影 Take photos
11:50-12:30	茶歇 Free Communication
12:30	结束 Finish

活动相关内容 Related Content about Activities



“中国国际进口博览会”作为世界上第一个以进口为主题的国家级展会，成为各国、各地区以及企业学习先进发展经验、深化国际经贸合作的重要平台和重大机遇。

时隔一年，中国汾酒集团再度华丽亮相，与来自欧洲皇室精品——爱顿博格酒心巧克力，全球联名推出“中国汾酒酒心巧克力”。丹麦驻上海总领事馆总领事Jakob Linulf及领事Jesper Halle一同出席见证这一历史性的一刻。

山西省商务厅副厅长王岫提到，汾酒集团是进博会积极参与者，更是山西企业国际化经营的先行者和杰出代表。山西汾酒与爱顿博格携手开发出世界上第一款白酒酒心巧克力是汾酒集团进一步深化国际合作的具体行动，也是落实项目为王的生动实践，更是传播中华文化的有益尝试。汾酒作为山西的一张亮丽的名片、中国酒魂，是传承中华文化、展现民族精神的绝佳代表，更是让世界了解中国、理解中国的窗口，是新时代中华文明与世界各国文明交流的新载体。

从品牌“新丝路”到品质全球行，汾酒围绕“国际化”战略动作不断、连环出拳，形成了品质标准国际化、文化国际化、参与国际会议、国外建厂四位一体的汾酒特色的“白酒国际化路径”。本次跨界合作，不仅体现着中西文化的融合，同时也是中国汾酒展开国际化战略的新篇章。

汾酒党委委员、董事杨波表示，融合与新时代的文化，自信的紧密结合着。两家企业能够不远万里携手

合作，不仅是当前进博会走向开放，走向合作精神的重要体现，更是对国家一带一路倡议的积极响应。汾酒的酿造历史和卓越的清香品质是当之无愧的中国酒魂，相信这次汾酒故事与丹麦童话的携手将会碰撞出不一样的火花。用中国的美好诗句来形容这次合作的精彩之处“金风玉露一相逢，便胜却人间无数”。

丹麦驻上海总领事馆总领事Jakob Linulf表示，祝贺两具有悠久历史的公司的签约。爱顿博格巧克力是丹麦文化的组成部分，现在也将成为中国文化的一部分。丹麦总领事馆承诺将一直支持这一伟大的合作关系。

具有6000年历史的汾酒，被誉为最早的国酒。作为中国白酒的源头，杏花村的酿酒技术从仰韶文化时期开始，与中华民族的历史如影随形，连绵不绝从未中断。它创立和定型了中国白酒的基本风格，它推动了中国酿造技术的进步与成熟，它奠定了中国白酒百花齐放的产业格局，始终引领中国酒文化的发展。

汾酒技术中心主任韩英表示，汾酒有着古老的酿造历史、精湛的制作工艺、符合国际标准。能得到国内外广大消费者的认可，是汾酒清香纯正的品质，代表清高品质卓越不凡、端庄秀雅清新脱俗、清香纯正不染纤尘。

来自欧洲皇室贵族的御用精品爱顿博格酒心巧克力，成立于1884年，堪称酒心巧克力的最初发明者。高纯度的黑巧克力制成小酒瓶形状的外壳，注入世界各地名酒，从内容到形式都诠释着精美优雅，品牌享誉欧洲。

在全球化时代,文化作为一种“软实力”,逐渐成为世界各国核心竞争力的重要方面和国家综合国力的象征。在党的十九大报告中指出,“推进国际传播能力建设,讲好中国故事,展现真实、立体、全面的中国,提高国家文化软实力”,无疑对国人如何增强“四个自信”,为让国外更好了解中国、理解中国方面指明了方向。此次千年国酒与欧洲皇室贵族136年的历史的御用精品爱顿博格巧克力的文化碰撞,深入推动了中国同世界深入交流的意愿、同时充分展现了“各种文明交流互鉴”“不同思想文化相互激荡”的方针,让中国的文化精髓走向世界,并了解世界的文化。



As the world's first national-level exhibition with the theme of imports, "China International Import Expo" has become an important platform and a major opportunity for countries, regions and enterprises to learn advanced development experience and deepen international economic and trade cooperation.

One year later, China Fenjiu Group made a gorgeous appearance again, and jointly launched the "China Fenjiu Liquor Chocolate" with the European royal brand-Anthon Berg Liquor Chocolate. Consul General Jakob Linulf and Consul Jesper Halle of the Consulate General of Denmark in Shanghai attended this historic moment together

Wang Xiu, deputy director of the Shanxi Provincial Department of Commerce, mentioned that Fenjiu Group is an active participant of the CIIE, and it is

also a pioneer and outstanding representative of Shanxi enterprises' international operations. Shanxi Fenjiu and Anthon Berg jointly developed the world's first liquor filled chocolate, which is a concrete action of Fenjiu Group to further deepen international cooperation. It is a useful attempt to spread Chinese culture. As a beautiful brand in Shanxi and the spirit of Chinese wine, Fenjiu is an excellent representative of inheriting Chinese culture and showing national spirit. It is also a window for the world to understand China and understand China. It is the exchange of Chinese civilization in the new era with civilizations from all over the world.

From the brand "New Silk Road" to the global quality tour, Fenjiu has continuously and continuously played around the "internationalization" strategy, forming a four-in-one Fenjiu characteristic "internationalization of quality standards, internationalization of culture, participation in international conferences, and establishment of factories abroad." Internationalization Path of Liquor". This cross-industry cooperation not only reflects the integration of Chinese and Western cultures, but also a new chapter in China's Fenjiu internationalization strategy.

Yang Bo, member of the Fenjiu Party Committee and director, said that the integration and the



culture of the new era are closely integrated with confidence. The ability of the two companies to work together for a long distance is not only an important manifestation of the opening up and cooperation spirit of the current CIIE, but also a positive response to the national one belt and one road initiative. The craft history of Fenjiu and its outstanding fragrance quality are well-deserved spirits of Chinese Baijiu. It is believed that this time the Fenjiu story and the Danish fairy tale will collide with different sparks. To describe the splendor of this cooperation with beautiful Chinese poems, Yang Bo Mentioned "When Autumn's Golden Wind embraces Dew of Jade. All the love scenes on earth, however many, fade."

The Consul General of the Danish Consulate General in Shanghai, Jakob Linulf, congratulated the two companies with a long history of signing the contract. Anthon Berg chocolate is an integral part of Danish culture and will now become part of Chinese culture. The Consulate General of Denmark promised to always support this great partnership.

Fenjiu, with a history of 6000 years, is known as the earliest national liquor. As the source of Chinese liquor, Xinghuacun's liquor-making technology began during the Yangshao culture period, following the history of the Chinese nation, uninterrupted. It created and finalized the basic style of Chinese liquor, it promoted the progress and maturity of Chinese brewing technology, it established the industrial pattern of Chinese liquor, and it has always led the development of Chinese liquor culture.

Han Ying, director of the Fenjiu Technology Center, said that Fenjiu has an ancient brewing history, exquisite craftsmanship, and conforms to international standards. Recognized by consumers at home and abroad, it is the pure and fragrant quality of Fenjiu, representing high quality, outstanding quality, dignified and elegant, fresh and refined, and pure fragrance

Founded in 1884, the Queen's Fine Art Anthon Berg Liquor Chocolate from European royalty and nobility is the original inventor of Liquor Chocolate. High-purity dark chocolate is made into a small wine bottle-shaped shell, which is filled with famous alcoholic beverages from all over the world. It is exquisite and elegant from content to form. The brand is well-known in Europe.

In the era of globalization, culture, as a kind of "soft power", has gradually become an important aspect of the core competitiveness of all countries in the



world and a symbol of national comprehensive national strength. In the report of the 19th National Congress of the Communist Party of China, it was pointed out that "promoting the construction of international communication capacity, telling Chinese stories well, presenting a true, three-dimensional and comprehensive China, and enhancing the country's cultural soft power" undoubtedly shows how to strengthen the "four self-confidence" of Chinese people. Letting foreign countries understand China better and point out the direction. The cultural collision between the thousand-year national wine and the 136-year-old European royal family and nobility of the royal brand Anthon Berg chocolate has deeply promoted China's willingness for in-depth exchanges with the world, and at the same time fully demonstrated the "exchange and mutual learning of various civilizations". The principle of mutual stimulus of ideology and culture allows the essence of Chinese culture to go to the world and understand the culture of the world.

厦门市跨境进口综合服务供需对接会

Xiamen Cross-border Import Comprehensive Supply and Demand Matchmaking Conference

时间:2020年11月7日

Time: November 7, 2020

地点:国家会展中心(上海) 会议中心-23米层会议室 南002

Venue: National Exhibition and Convention Center (Shanghai) 23m ceiling Conference Room South 02

主办单位:厦门汉连供应链有限公司

Host: Alphalog(Xiamen) Supply Chain Management Corp.

协办单位:中国银行厦门市分行、厦门优睐电子商务有限公司、厦门吉连天下网络科技有限公司

Co-organizer: Bank of China Xiamen Branch

Xiamen Youlike E-Commerce Co., Ltd.

Xiamen Jilian Tianxia Network Technology Co., Ltd.

议程

Agenda

时间 Time	活动内容 Agenda
09:00-09:50	签到 Sign in
10:00-10:03	主持人开场 Opening of the host
10:03-10:20	汉连集团 总裁厦门市跨境电子商务协会 监事长陈毅通 致欢迎辞 厦门商务局郑顺林处长 致辞 中国银行厦门市分行 副行长 陈颢 致辞 Welcome speech President of Alpha Group, Group Chairman of the Board of Supervisors, Xiamen Electronic Commerce Association, Mr Chen Yitong Speech by Mr Zheng Shunlin, Director of Xiamen Bureau of Commerce Speech by Mr Chen Hao, Vice President of Bank of China Xiamen Branch
10:20-10:28	厦门跨境电子商务综合试验区推介 厦门市商务局 骆薇 Xiamen Cross-border E-commerce Comprehensive Pilot Zone Promotion Luo Wei, Xiamen Municipal Bureau of Commerce
10:28-10:35	厦门跨境电商产业平台介绍 厦门象屿自贸区开发有限公司 副总经理 吴鸿 Introduction to Xiamen Cross-border E-commerce Industry Platform Wu Hong, Deputy General Manager, Xiamen Xiangyu Free Trade Zone Development Co., Ltd.

10:35-10:50	<p>汉连跨境进口综合服务平台介绍 汉连跨境 总监 叶祺骅 企业介绍/平台介绍/服务介绍/发展愿景/合作邀约 Introduction of Alphalog Cross-border Import Comprehensive Service Platform Ye Qihua, Cross-border Director of Alphalog Enterprise introduction/platform introduction/service introduction/development vision/cooperation invitation</p>
10:50-11:10	<p>“汉连跨境进口综合服务平台”合作签约仪式 "Alphalog Cross-border Import Comprehensive Service Platform" Cooperation Signing Ceremony 一. 渠道签约部分: 厦门美岁商业投资管理有限公司 (厦门国贸股份下属子公司) 浙江顺联网络科技有限公司 福建靠谱邻居网络科技有限公司 福州和天下电子商务有限公司 二. 国际品牌部分: JK FOOD UK LTD 荷兰NLFOOD集团 澳洲B&E集团 希腊AIMS INTL DWS—LLC 签约嘉宾致辞: 国贸股份战略事业部商业运管中心总经理 黄福兴 先生 Part One: Channel contract part Xiamen MS Commercial Investment and Management Co., Ltd. (Subsidiary of Xiamen ITG Corp., Ltd) Zhejiang Shunlian Network Technology Co., Ltd. Fujian Kaopu Neighbor Network Technology Co., Ltd. Fuzhou Hetianxia Electronic Commerce Co., Ltd. Part Two: International brand part JK FOOD UK LTD Netherlands NLfood Group Australia B&E Group Greece AIMS INTL DWS—LLC Speech by the signing guest: Mr. Huang Fuxing Xiamen ITG Corp., Ltd Ministry of Strategic Dept. Deputy General Manager Commercial Transport Management Center General Manager</p>
11:10--11:30	<p>顺联动力跨境板块 全国发布 浙江顺联网络科技有限公司董事长 郭洪安先生 (顺联动力,近9000万用户的社交电商平台) "Shunlian Power" cross-border section released nationwide Chairman of Zhejiang Shunlian Network Technology Co., Ltd. Mr. Guo Hongan (Shunlian Power, a social e-commerce platform with nearly 90 million users)</p>
11:30-12:00	<p>现场答疑和供需对接 On-site Q&A and supply and demand docking</p>

活动相关内容 Related Content about Activities



厦门汉连跨境进口综合服务平台作为厦门最具有代表性的跨境电商综合服务商,上承品牌,下接渠道,经历多年的供应链资源沉淀及服务能力提升,今天携手海外品牌方,世界百强企业旗下大型零售商、9000万用户量的社交平台、新零售社区电商、京东&天猫等各级营运商、抖音社交、银行支付机构等成功签约,达成战略合作,共建跨境合作生态圈,开展涵盖跨境供应链、跨境物流、跨境支付、跨境互联网技术以及渠道拓展等合作。

As the most representative cross-border e-commerce comprehensive service provider in Xiamen, Xiamen hanlian cross-border import comprehensive service platform has inherited brands and channels. After

years of supply chain resource precipitation and service capacity improvement, today, it has joined hands with overseas brands, Large retailers of the world's top 100 enterprises, social platforms with 90 million users, new retail community e-commerce, Jingdong & tmall and other operators at all levels, chattering social networking and bank payment institutions have successfully signed contracts, reached strategic cooperation, built a cross-border cooperation ecosystem, and carried out cooperation covering cross-border supply chain, cross-border logistics, cross-border payment, cross-border Internet technology and channel development.

