

2020 中国义乌进口商品博览会

2020 China Yiwu Imported Commodities Fair



Date: November 13th-16th, 2020

Venue: Yiwu International Expo Centre, Zhejiang, China

Supporter: Zhejiang Provincial People's Government

Hosts:

China Chamber of International Commerce

China General Chamber of Commerce

Organizers:

Foreign Trade Development Office of Ministry of Commerce of the People's Republic of China

Department of Commerce of Zhejiang Province

China Council for the Promotion of International Trade Zhejiang Provincial Committee

Yiwu Municipal People's Government

Executive Agency:

Yiwu China Commodity City Exhibition Co., Ltd.

时间: 2020 年 11 月 13-16 日

地点: 中国义乌国际博览中心

支持单位: 浙江省人民政府

主办单位: 中国国际商会、中国商业联合会

承办单位: 商务部外贸发展局、浙江省商务厅、
中国国际贸易促进委员会浙江省委员会、义乌市人民政府

展务执行机构: 义乌中国小商品城展览有限公司

Fair Overview

As a professional exhibiting platform for imported daily consumer goods, China Yiwu Imported Commodities Fair was founded in 2012, and upgraded into national level exhibition in 2015, to further correspond to the "Belt and Road" proposal of China and contribute to the building of Yiwu China Imported Commodities City. The fair focuses on the quality of exhibitors and buyers, provides perfect ground service, and has rapidly developed into one of the most effective and promising exhibitions in the industry. In June 2016, China Yiwu Imported Commodities Fair was approved by UFI as the first imported commodities fair in its list, and won the title of "China Top 10 Most Distinctive Fairs", "Zhejiang Top 10 Brand Fairs", and "China Top 10 Influential Fairs" in these years.

基本概况

中国义乌进口商品博览会前身为义乌进口展，创办于 2012 年，是进口日用消费品的专业展览平台。2015 年，为进一步响应国家“一带一路”倡议，积极推进义新欧及义甬舟大通道的建设，努力打造义乌“中国进口商品城”，进口展升级为中国义乌进口商品博览会，展会办展规格逐年提升，参展企业及产品不断丰富，品牌效应日益凸显，已成为国外日用消费品进入中国的市场首选展贸平台之一，先后荣获“中国十佳优秀特色展会”、“浙江省十大品牌博览会”、“中国十大影响力展会”等殊荣。2016 年 6 月，中国义乌进口商品博览会成功通过全球展览业协会（UFI）的认证，是全国首个通过该认证的进口消费类主题展会。



Scope of Exhibits

参展范围

Imported Consumer Goods:

- Household Articles ■Maternal&Child Products ■Beauty&Skin Care ■Art-crafts&Ornaments
- Electric Appliances&Digital Equipments ■Food&Beverages ■Liquor&Alcoholic Beverage
- Health Care Products ■Fashion Accessories ■Creative Toys ■Culture&Official Article
- Sports&Entertainment Products ■Garments&Accessories ■Building Materials

进口消费品:

- 家居用品 ■母婴用品 ■美妆个护 ■工艺品礼品 ■数码家电 ■食品饮料 ■酒类
- 保健品 ■时尚饰品 ■创意玩具 ■文化办公 ■运动休闲 ■服饰及配件 ■建筑材料

Import Trade Service:

- E-business Trading Platform ■ International Logistics Company
- Import Trade Supply Chain Platform ■ Free Trade Zone
- Bonded Area ■ Duty-free Stores ■ Import Trading Service Agency

进口贸易服务商:

- 跨境电商平台 ■国际物流企业 ■进口贸易供应链平台
- 自贸区 ■保税区 ■免税店 ■进口贸易服务机构

International Economic and Trade Cooperation:

- National & City Image Display ■High-tech Display ■Financial&Consulting Services

- Cultural Tourism Publicity ■Commercial Trade Cooperation
- Industrial Investment Promotion

国际经贸合作类:

- 国家及城市形象展示 ■高新技术展示 ■金融及咨询服务
- 文化旅游宣传 ■商业贸易合作 ■产业投资推介

Why Yiwu

参展优势

1. BEING THE BIGGEST DAILY-USE COMMODITIES TRADE CITY IN THE WORLD. YIWU HAS ATTRACTED GREAT NUMBER OF DOMESTIC AND FOREIGN BUSINESSMEN IN “YIWU ECONOMIC CIRCLE”



Yiwu is an open and inclusive city. Every year purchasers from around the globe pay over 10 million visits to this place, of which over 550,000 originate from overseas, and over 15,000 overseas businesspeople remain permanently in Yiwu to make purchases. In fact, Yiwu is rated as one of the "Chinese cities most loved by people around the globe." In Yiwu there are now over 7,650 various foreign-related organizations, over 2,146 of which are foreign-funded joint ventures, a figure that accounts for about 67% of the national total.

“义乌经济圈”云集中外商人 是全球最大的小商品集贸城市

义乌开放包容。每年到义乌采购的境内外采购商超过 1000 万人次，其中境外客商超过 55 万人次，1.5 万名境外客商常驻采购，被评为“海内外公众最喜爱的中国城市”之一。全市现有各类涉外机构 7650 家，其中外商投资合伙企业 2146 家，约占全国的 2/3。

2. BEING THE ONLY INTERNATIONAL INLAND PORT CITY IN EASTERN CHINA YIWU OWNS DEVELOPED LOGISTIC NETWORK ALL AROUND THE WORLD

A major hub on the Belt and Road Initiative Route, Yiwu connects to the Silk Road Overland



Economic Belt to the west, while the Yiwu-Xinjiang-Europe cargo trains travel along 9 routes, passing through 34 countries. These are the Europe-bound trains with the largest number of routes, the longest travel distance, and the highest occupancy in China.

“义乌新干线”畅达世界各地 是华东地区唯一的国际陆港城市

义乌是“一带一路”枢纽城市。向西对接陆上丝绸之路经济带，“义新欧”中欧班列共开行 9 条线路，辐射 34 个国家，是全国开行线路最多、运行距离最长、满载率最高的中欧班列，



3. ONE OF THE MOST IMPORTANT E-COMMERCE CITIES IN THE WORLD

Of the 310,000 online seller accounts in Yiwu, 140,000 belong to overseas e-commerce sellers; a total of 9.7 million packages are sent daily to domestic and overseas destinations, with 2.3 million of them crossing the border. In 2018, a total of 2.9 billion packages were sent, accounting for 5.7% of the national amount, ranking Yiwu 4th among all the cities in the country; over 236.8 billion RMB worth of online trade was conducted, of which over 65.5 billion RMB involved cross-border online trade.

全球电商重镇

义乌有电商卖家帐户 31 万个，其中跨境电商卖家帐户 14 万个，每天发往国内和全球各地的邮包达 970 万个，其中跨境邮包 230 万个。2018 年，共发送邮包 29 亿个，占全国的 5.7%，居全国所有城市第 4 位；实现电商交易额 2368 亿元，其中跨境电商交易额 655 亿元。



4. AN INTERNATIONAL EXHIBITION CITY

Yiwu holds over 130 different events every year, including the China Yiwu International Commodities Fair, the China Yiwu Cultural Products Trade Fair & the China International Tourism Commodities Fair, the China Yiwu International Forest Products Fair, and other

exhibitions at national level. In fact, Yiwu is rated as one of China's Top Ten Exhibition Cities. Yiwu has also successfully held many forums of international significance, including the Silk Road Economic Belt Cities International Forum, the Forum on West Africa and North Asia, and the Sino-Czech Coordination "the Belt and Road" Cooperation Planning Work Conference.

国际会展城市

义乌每年举办各类会展活动超过 130 个，包括义博会、文旅会、森博会等国家级展会，被评为中国十大会展名城。成功举办了丝绸之路经济带城市国际论坛、西非北亚论坛、中捷协调推动“一带一路”合作规划工作会议等重大国际性论坛。

5. FULLY-COVERED PROMOTION

- Media Authority: CCTV, People's Daily, PR Newswire, Interfax, etc;
- New Media Platforms: FACEBOOK, LINKEDIN, INS, TWITTER, WeChat, Microblog, Red, Tik Tok etc;
- Network Report: Net Ease, The Paper, Tecent, Sina, iFENG, CBN, Toutiao, etc;
- Official Roadshow: Domestic Free Trade Zones, Bonded Zones, Border Trading Ports, Import Specialized Markets, Import Distributing Centre, etc;
- Strategic Partners: Promotion Council for Indian Handicrafts & Gifts, Trade and Investment Bureau of Aragon, Spain.

全方位的展会宣传

- 央视、人民日报、美通社、国际文传电讯社等传统媒体全面推广；
- FACEBOOK、LINKEDIN、INS、TWITTER、微信、微博、小红书、抖音等新媒体平台深度宣传；
- 网易、澎湃、腾讯、新浪、凤凰、第一财经、今日头条等网络媒体报道；
- 国内自贸区、保税区、边贸口岸、进口专业市场等进口商品集散地专场推介；
- 印度手工艺品及礼品工艺促进委员会、西班牙阿拉贡自治区对外局等机构战略合作。

6. HIGH-QUALITY SERVICE

- Large Professional Buyers' Groups from domestic and overseas;
- Mega-database Exhibition Call Center: One-to-One marketing to precisely invite the professional buyers;

- Diversified Matchmaking Meetings face directly to the import distributors;
 - Multiple Promoting Platforms: like “Belt and Road” Overseas New Products Launch Event, etc;
- show high quality of exhibitors’ and products images.

高质量的展会服务

- 联动境内外行业商协会等专业机构，组织大型商超、专业市场买家团；
- 挖掘呼叫中心百万级数据库资源，一对一精准邀约专业买家；
- 组织多场采洽会，直面进口分销商；
- 搭建“一带一路”海外新品发布会等官方推介平台，展示优质企业及产品形象。

7. YIWU CHINA IMPORTED COMMODITIES MALL (ICMALL)

China import Commodity City in Yiwu was founded in 2008 and moved to the fifth district market



in Yiwu International Trade City for expanding its scale in 2011. It covers an area of 100,000 square meters and sells 100,000 kinds of commodities from over 100 countries and regions. At present, it is a leading “one-stop” purchasing base for imported goods in China and the trade

and exhibition center for imported goods that integrates management, exhibition and trade, and business negotiation.

义乌中国进口商品城

义乌中国进口商品城成立于 2008 年，2011 年为扩大规模搬迁至义乌国际商贸城五区市场，经营面积达 10 万平方米，经营 100 多个国家和地区的 10 万种商品。是目前国内规模领先的“一站式”进口商品采购基地，是集经营、展销、洽谈于一体的进口商品展贸中心。

8. YIWU CHINA IMPORTED COMMODITY TRADE PLAZA

Opened in November 2019, Yiwu China Imported Commodity Trade Plaza covers 120,000 square meters in district 3-10 on the first floor of Yiwu International Production Material Market. It establishes 31 national pavilions and absorbs high quality suppliers from domestic and overseas,

selling over 100,000 kinds of imported commodities. Aiming to set up a comprehensive import trade and service platform, it will integrate multi-functions including but not limited to bonded supervision, free trade zone, logistics warehousing and cross-border e-commerce, building a center of trading imported consumer goods in China.

义乌中国进口商品城孵化区

义乌中国进口商品城孵化区位于义乌国际生产资料市场一楼3-10区,经营面积12万平方米,内设34个国家馆,汇集国内外优质供应商,经营品类逾10万种,于2019年11月正式营业。义乌中国进口商品城孵化区致力于打造进口综合服务平台,通过完善进口市场功能配套,形成口岸+综保+市场自营仓+电子商务为一体的生态链,建成国内进口日用消费品贸易集散中心。



The organizing committee of China Yiwu Imported Commodities Fair has built long-term linkage mechanism with Yiwu China Imported Commodities Mall and Yiwu China Imported Commodity Trade Plaza. Outstanding exhibitors of the fair shall have the priority on applying for shops.

中国义乌进口商品博览会执委会与义乌中国进口商品城和中国进口商品城孵化区建立了长期联动机制,优质参展企业可优先申请入住常年展示。

Previous Exhibition Review

往届回顾

The 2019 China Yiwu Imported Commodities Fair, taking “Establishing a center of buying global selling global, cultivating the world's capital of small commodities,” as its theme, has set up 2,012 international standard booths in 50,000 square meters of ground space. 1,000 exhibitors from 85 countries and regions were displayed in 5 grand halls: Asian Hall I, Asian Hall II, European Hall,

American & Oceania & African & Cross-border Trading Hall & Zhejiang International Friendship Cities Exchange Area, and Food & Drinks Hall. During the four-day fair, there were 119,600 buyers and visitors coming from 81 countries and regions and 31 provinces in China, among which 48,800 were professional purchasers, raising up 48.41% than last year. To echo “the Belt and Road Initiative” and join the Yangtze River Delta's import industry advantage, the fair has been a brand exhibition of imported commodities in China.

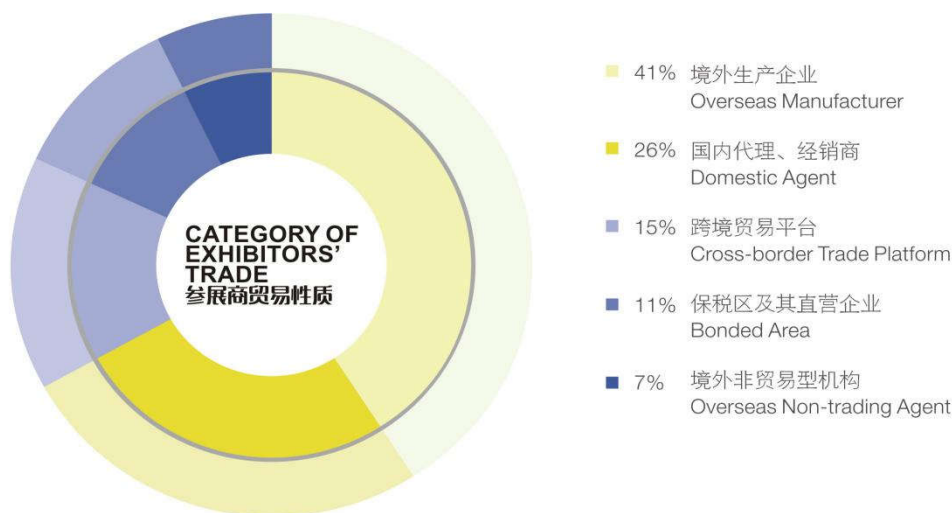
2019 中国义乌进口商品博览会以“买全球，卖全球，打造世界小商品之都”为主题，共组织国际标准展位 2012 个，展览面积 5 万平方米，分设亚洲 I、亚洲 II、欧洲、美大非&跨境贸易&浙江省国际友城交流、进口糖酒五个主题馆，吸引了来自 85 个国家和地区的近 1000 家企业和机构参展。为期 4 天的采购洽谈，与会参观者、采购商累计达 11.96 万人次，其中专业采购商到会数为 4.88 万人，同比去年上升 48.41%，分别来自 81 个国家以及国内 31 个省市自治区。本届展会紧扣“一带一路”合作倡议，协力长三角进口产业优势，已成功打造为中国进口日用消费品标杆展会。



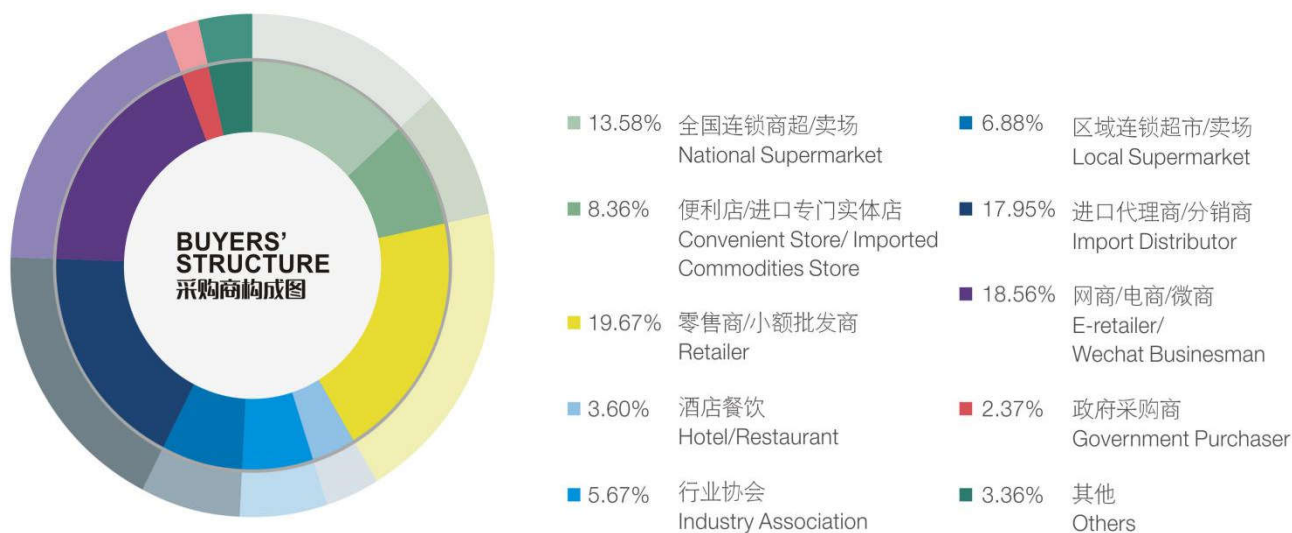
Exhibitors/ Buyers Data Analysis

参展商/采购商数据分析

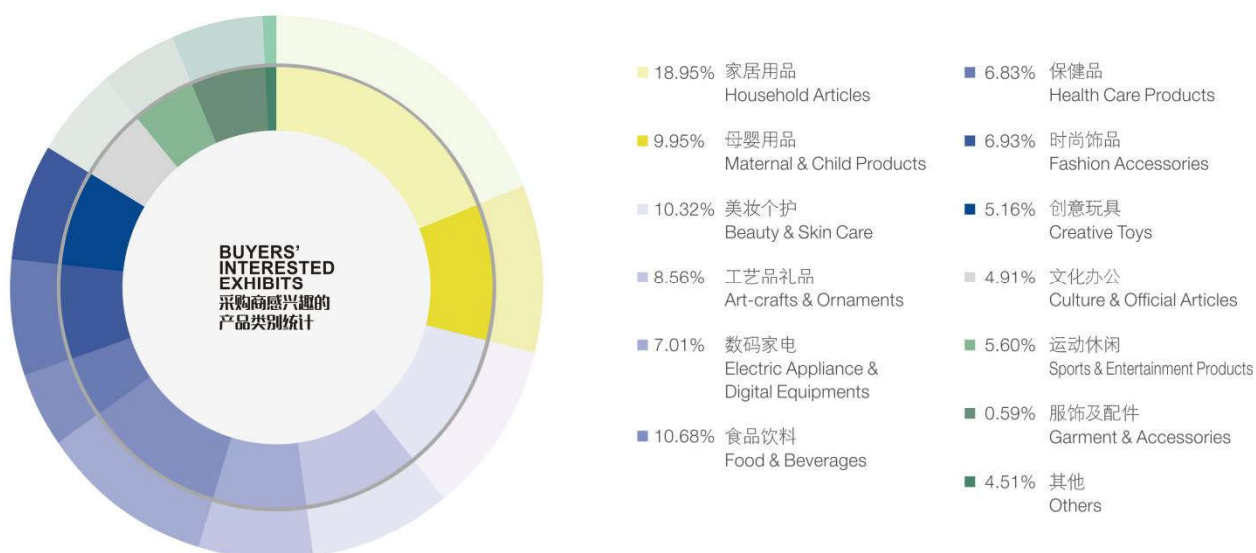
Category of Exhibitors' Trade
参展商贸易性质



Buyers' Structure
采购商构成图



Buyers' Interested Exhibits 采购商感兴趣的产品类别统计



How to Apply

如何参展

Charge Standard 收费标准

Standard booth 标摊收费	¥ 5800/ per booth (3m*3m) 5800 (元/个)
Raw space 光地收费	¥ 600 /m² 600 (元/平米)
Remarks 备注	1. ¥ 400 extra charge for corner booth 1. 双开展位加收 400 元/个
	2. a standard booth (3m*3m) would be equipped with one or two lintel boards with Chinese and English name, 1 negotiation table, 2 folding chairs, 2 spotlights, 1 power socket(220V), carpet. 2. 标准展位 3*3 平米, 标摊配备企业中英文楣板、1 张洽谈桌、2 把折椅、2 个射灯、1 个 220V 插座、地毯、统一标改特
	3. the raw space would be equipped with nothing 3. 光地展位不提供任何展具

Preferential policy for 2020 China Yiwu Imported Commodities Fair:

- Booth Charge ● Agencies' Policy

Specific Policies Consultant:

Asia: +86-579-85415475 Japan & Korea: +86-579-85415012

Europe: +86-579-85415666

America/Africa/Oceania/Comprehensive trade service: +86-579-85415491

Hong Kong/Macao/Taiwan (China): +86-579-85415492

Fax: +86-579-85415077 Website: www.importfair.cn

Email: import@yiwufair.com

Address: Yiwu International Expo Centre, No.59, Zongze East Road, Yiwu, Zhejiang

2020 中国义乌进口商品博览会参展特惠政策:

- 展位费 ● 团组优惠

具体政策咨询请联系:

亚洲: +86-579-85415475

日韩: +86-579-85415012

欧洲: +86-579-85415666

美洲/非洲/大洋洲/综合贸易服务商: +86-579-85415491

港澳台地区: +86-579-85415492

传真: +86-579-85415077

网址: www.importfair.cn

电子邮箱: import@yiwufair.com

地址: 浙江省义乌市宗泽东路 59 号义乌国际博览中心

Procedure

Application Materials Submitting---Application Materials verifying---Booth

Allocation---Remittance---Booth Confirmation

参展流程

提交报名材料——组委会审核——选取展位——支付参展费用——确认展位

Payment:

1.Remittance Account:

Beneficiary Bank: Bank of China Yiwu Sub-branch

Swift Code: BKCHCNBJ92H

Beneficiary Name: YIWU CHINA COMMODITIES CITY EXHIBITION CO., LTD

Account No.: 3727 5833 6516

Add: No.500, Chouzhou North Road, Yiwu, Zhejiang, China

RMB only, and the currency exchange fee shall be covered by exhibitors.

2.To pay in cash on the fair charging spot of the organizing committee and issue the formal invoice.

支付方式

开户名称: 义乌中国小商品城展览有限公司

开户银行: 中国银行义乌分行营业部

银行账号: 372758336516

电汇或支票转款汇入组委会指定帐号;

现金直接交至组委会展览部现场收费点, 并开具正式发票;

不提倡客户自行将现金存入银行 (即现金交纳单), 若有使用现金交纳单的, 必须在 5 个工作日内将“现金交纳单”原件送到组委会展览部现场收费点并开具正式发票。



Our Exhibitors (Part)

我们的展商品牌（部分）



Our Media Partners (Part)

我们的推广伙伴（部分）

环球资源
global sources

CHINA
DAILY
中国日报

tradeindia.com
India's largest B2B marketplace

Baidu 百度

中国贸易报
CHINA TRADE NEWS

人民网 people
www.people.com.cn

国际商报
INTERNATIONAL BUSINESS DAILY

PR Newswire
美通社
Kobal Company

新浪微博
weibo.com

中国经济时报

Google

澎湃

YAHOO!

浙江廣播電視集團
ZHEJIANG RADIO&TV GROUP

CNTV
中国网络电视台

搜 狐
S • H U . com

新华网
NEWS

sina 新浪

鳳凰網
ifeng.com

CCTV 1
综合