

2021 中国义乌进口商品博览会

2021 China Yiwu Imported Commodities Fair



Date: November 13th-15th, 2021

Venue: Yiwu International Expo Centre, Zhejiang, China

Branch Venue:

Yiwu China Imported Commodities Trade Plaza

Yiwu China Imported Commodities Mall (ICMALL)

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: 2021 年 11 月 13-15 日

地点: 中国义乌国际博览中心

分会场: 义乌中国进口商品城孵化区、义乌中国进口商品城

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、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.World's Capital of Small Commodities



President Xi Jinping has introduced Yiwu on many diplomatic occasions. When addressing the closing ceremony of the High-level Dialogue Between Chinese and African Leaders and Business Representatives and the 5th Conference of Chinese and African

Entrepreneurs in December 2015, Xi heralded Yiwu as the World's Capital of Small Commodities. In November 2014, during his visit to Yiwu, Premier Li Keqiang likened the city's small commodity market to a "business card of China", and the grand view of Yiwu International Trade Mart to the splendour of the classic painting-*Along the River During the Qingming Festival*.

世界小商品之都

习近平主席多次在国际外交场合推介义乌，2015年12月，在出席中非领导人与工商界代表高层对话会暨第五届中非企业家大会闭幕式时，为义乌定位世界“小商品之都”。2014年11月，李克强总理莅临义乌视察，称赞义乌小商品市场是中国名片，义乌商贸城堪称当代“义鸟上河图”。



2. A commercial city brimming with business opportunities

Yiwu's market has a business area of more than 6.4 million square meters with 75,000 retail booths and more than 2.1 million types of commodities under 26 major categories. It has been hailed as the world's largest wholesale market for small commodities by international organizations, such as the United Nations, the World Bank, and Morgan Stanley.

商机无限的商贸城市

义乌市场经营面积 640 余万平方米、经营商位 7.5 万个，汇集 26 个大类，210 多万种商品，被联合国、世界银行、摩根士丹利等世界权威机构称为“全球最大的小商品批发市场”。



3. An open city integrating into the world

Yiwu is opening up to the world, expanding its global presence, and becoming an important "Belt and Road" hub. In 2020, 974 YXE freight trains were sent out carrying 80,392 containers, making it the No. 4 freight train by the number of trains operated in the year. Now, 14 routes are available for Yiwu-Xinjiang-Europe freight trains.

融入全球的开放城市

义乌敞开怀抱加强国际合作，拓展海外布局，努力构建高质量新格局的“一带一路”重要枢纽城市。2020 年开行“义新欧”中欧班列 974 列，发运 80392 个标箱，开行班列总量跃居全国第 4，线路增至 14 条。



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.YIWU COMPREHENSIVE BONDED ZONE

In March 2020, Yiwu obtained approval of the State Council to establish the Comprehensive Bonded Zone. Yiwu Comprehensive Bonded Zone enhanced its cooperation with eWTP to jointly build a new digital supervision model, with bonded exhibition



and trading as the core, supported by bonded logistics and bonded processing, and the innovative bonded services. It will try to develop new digital trade businesses that reach both the domestic and overseas markets and establish China's first "digital comprehensive bonded zone", promoting the transformation and upgrade of Yiwu's international trade in small commodities.

义乌综合保税区

2020年3月，义乌综合保税区获国务院批准设立。义乌综合保税区深化与eWTP合作，共建数字监管新模式，以保税展贸为核心，保税物流、保税加工为支撑，保税服务为创新，探索发展境内境外打通的数字贸易新业态，探索建设全国首个“数字综保区”，推动义乌小商品国际贸易转型升级。

6. 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。



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. 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。

9. 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。

Previous Exhibition Review

往届回顾

The 2020 China Yiwu Imported Commodities Fair, taking “Hundreds of nations gather in Yiwu, sharing the new era of free trade” as its theme, has set up 2,020 international standard booths in 50,000 square meters of ground space. 78 countries and regions were displayed in 5 grand halls: Lifestyles Hall(Wine&Coffee), Asian Hall, European Hall, American&Oceania&African Hall &International Friendship Cities Exchange Area, and Lifestyles Hall(Building-materials), including Russia, Poland, Enosis, Romania, Turkey, India, Malaysia, Thailand, Iran, Sri Lanka, Armenia and other 41 countries along the Belt and Road. The total number of visitors and buyers reached 80,000, of which 29,807 were professional buyers. There were 58 buyers and 100 suppliers in the offline procurement fair. In addition to the one-to-one negotiation opportunities, the exhibition also provided translation and information collection services for customers, building a zero-distance, zero-time, low-cost and high-efficiency trading docking platform.

2020 中国义乌进口商品博览会以“万国万商聚义乌，共享自贸新时代”为主题，共组织国际标准展位 2020 个，展览面积 5 万平方米，分设品质生活馆（葡萄酒&咖啡）、亚洲馆、欧洲馆、美大非&友城交流馆及品质生活馆（家居建材）五个主题馆，吸引了来自 78 个国家和地区，其中包括俄罗斯、波兰、希腊、罗马尼亚、土耳其、印度、马来西亚、泰国、伊朗、斯里兰卡、亚美尼亚等 41 个“一带一路”合作倡议沿线国家和地区。参观者、采购商累计达 8 万人次，其中专业采购商 3 万人。现场举办线下采购洽谈会，到会采购商 58 家，参会供应商 100 家。除一对一的洽谈机会外，本届展会还全程为客商提供翻译以及信息收集服务，搭建起零距离、无时差、低成本、高效率的贸易对接平台。

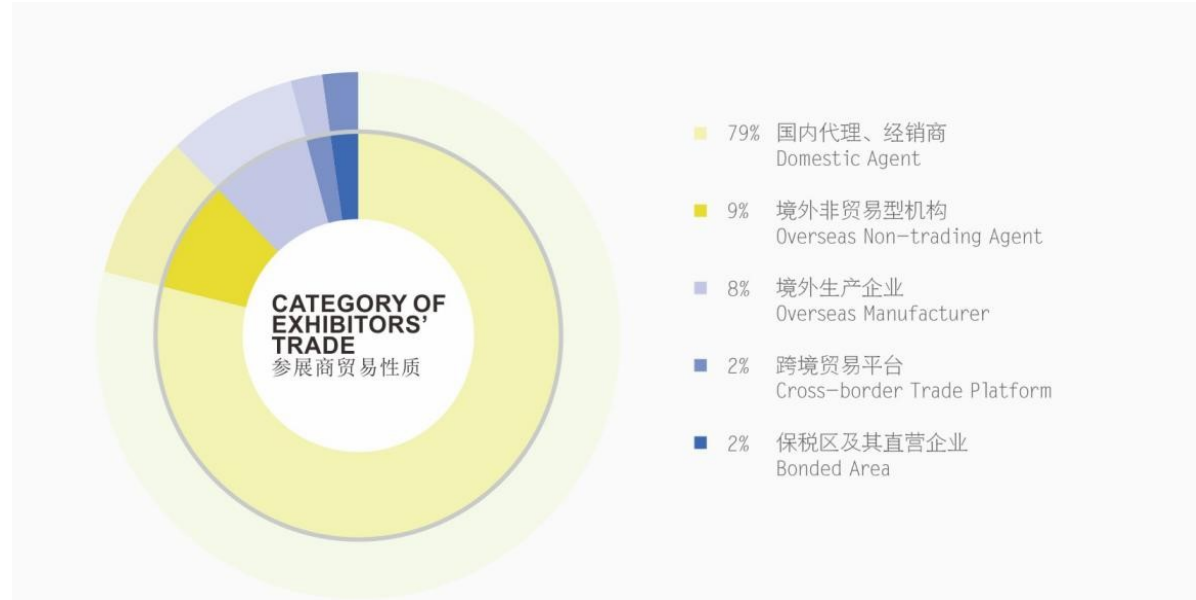


Exhibitors/ Buyers Data Analysis

参展商/采购商数据分析

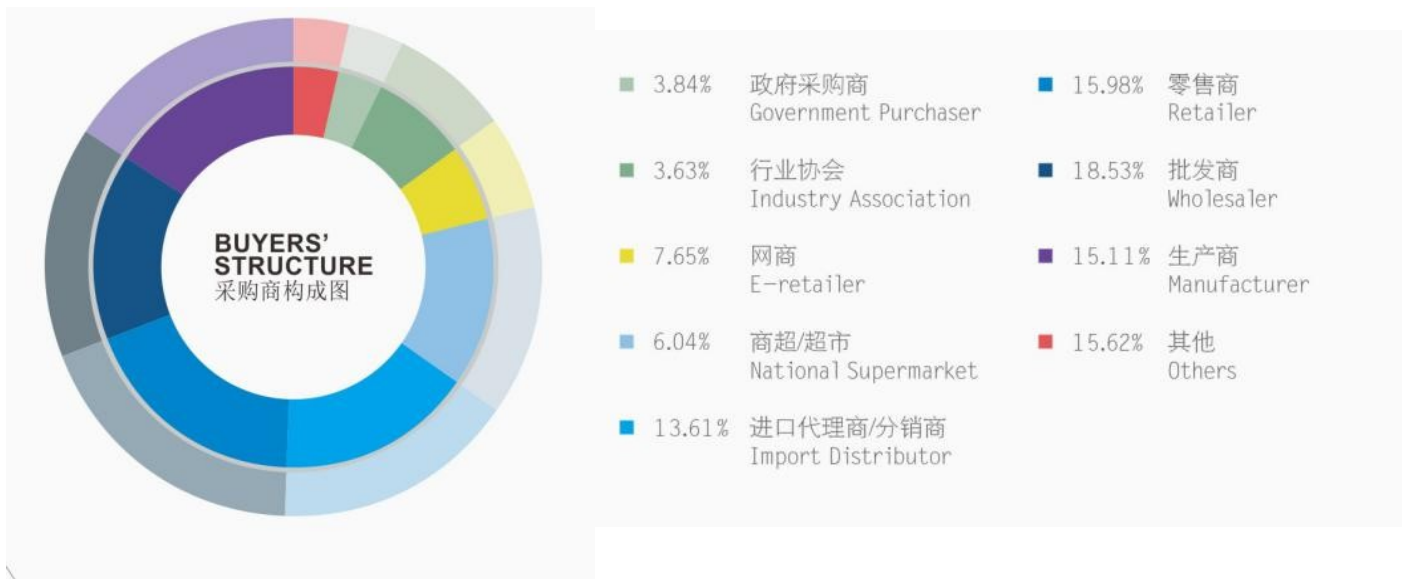
Category of Exhibitors' Trade

参展商贸易性质

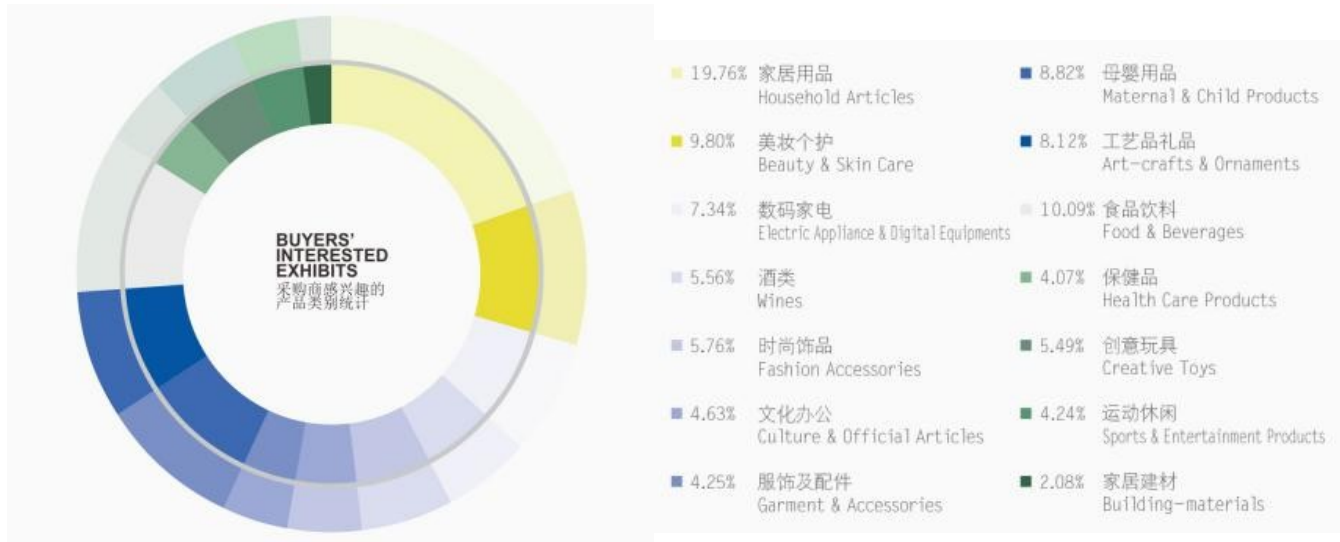


Buyers' Structure

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 /m ² 600 (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 2021 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

2021 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

