



浙江国际进口商品海淘汇

ZHEJIANG INTERNATIONAL IMPORT COMMODITY FAIR



势聚浙江 商汇天下

主办单位：
浙江省商务厅

承办单位：
浙江远大国际会展有限公司

Host:
Department of Commerce of Zhejiang Province

Undertaker:
Zhejiang Broad International Convention & Exhibition Co., Ltd.



活动背景

Event Background

为深入贯彻落实浙江省委省政府打造“永不落幕进博会”和建设进口商品“世界超市”的要求，高水平参与第五届进口博览会，浙江省商务厅将于2022年3月在杭州国际博览中心举行浙江国际进口商品海淘汇。举办海淘汇旨在积极扩大进口，满足广大人民高品质生活需要，加强国际供应商渠道对接，丰富优质进口商品市场，打造链接全球、联动长三角、辐射全国，服务于“一带一路”建设的进口枢纽性“重要窗口”。

In order to thoroughly implement the requirement of creating Zhejiang's never-ending CIE and a "world supermarket" for imported commodities put forward by the People's Government of Zhejiang Province, participating in the 5th CIE with higher level, the Department of Commerce of Zhejiang Province will hold Zhejiang International Import Commodity Fair at Hangzhou International Expo Center in Mar, 2022. The event aims to expand imports, meet people's needs for high-quality life, enhance the matching with international suppliers, enrich imported commodity market, link the Yangtze River Delta, China market and global market at large, build an important window and import hub serving the "Belt and Road" Initiative.



浙江国际进口商品海淘汇
ZHEJIANG INTERNATIONAL IMPORT
COMMODITY FAIR



2021浙江国际进口海淘汇活动现场
2021 Zhejiang International Import
Commodity Fair Scene Photo



2021浙江国际进口海淘汇开幕仪式
2021 Zhejiang International Import
Commodity Fair Opening Ceremony



进口产业环境优势

Advantages of imported industrial environment

进口额 /Imports

单位: 亿元
Unit: 100 million yuan



消费市场 /Consumer Market



31295 元(Yuan)

2020年居民人均消费支出
The Per Capita Household
Consumption Expenditure in 2019



No.3

人均消费支出居全国31个省(区、市)
The Ranking among 31 provinces
nationwide (including regions and
cities)

跨境电商 /Cross-border E-commerce

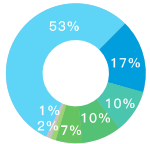


138.71
Billion Yuan
The Cross-border
Online Retail
Sales in 2020



36.41
Billion Yuan
The Cross-border
Online Retail
Imports in 2020

进口主要商品 /Major Imported Commodities



- Imported Bulk Commodities **53%**
- Mechanical and Electrical Commodities **17%**
- High-tech Products **10%**
- Agricultural by-product **10%**
- Agricultural Products **7%**
- Textile & Garment **2%**
- Eight Categories of Light Industry Products **1%**

通关服务 /Customs Clearance Services



浙江大力推进国际贸易
“单一窗口”建设,全面
落实各项通关便利化举措,
营造高水平的营商环境。

Zhejiang province vigorously promotes
the construction of **Single Window**
of international trade, comprehensively
implement various measures for customs
clearance facilitation, aiming to build
high-level business environment.

港口资源 /Port Resources



世界第一

宁波舟山港货物吞吐量
连续11年蝉联

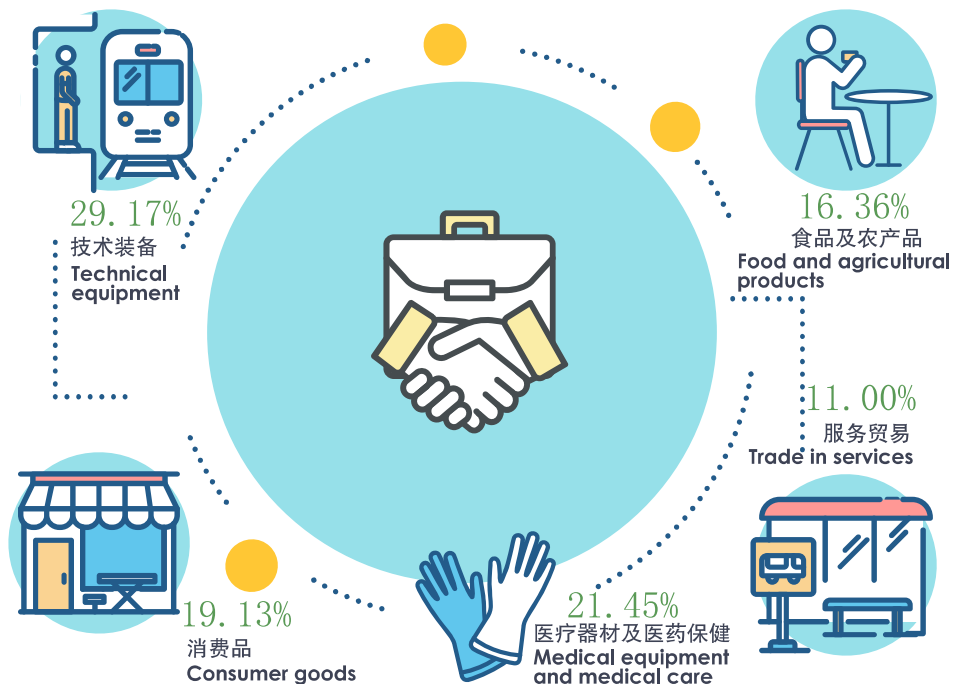
No.1 in the world

Ningbo-Zhoushan Port ranks top for 11
consecutive years in cargo handling
capacity



浙江参与进博会情况

Zhejiang's participation in CIIE



第三届进博会上,浙江省集中签约重大外资项目61个,总投资109亿美元;浙江省交易团意向采购额同比增长23.16%,成交规模保持全国前列。

On the 3rd CIIE, there are total 61 major foreign investment projects with the total investment 10.9 billion US dollars. The intended purchase volume of Zhejiang Delegation maintains the top nationwide, up by 23.16% over the last year.

活动亮点

Event Highlights

服务双循环理念, 打造进口贸易高地

Serve the "Dual Circulation" pattern, Build the highland for Import Trade

致力进出口平衡, 实施扩大进口战略

Serve the implementation of the "dual circulation" development pattern, and implement the strategy of expanding imports

强化活动专业性, 采用科学展陈模式

Strengthen the professionalism of activities with a scientific exhibition model

互联网+新模式, 实现线上线下联动

Advanced "Internet +" concept and online and offline interaction

提高公众参与度, 设立公众开放环节

Public open day and encourage public involvement



四大展示区

4 Major Exhibition Areas

主题国家馆

Theme Country Pavilion

精品企业区

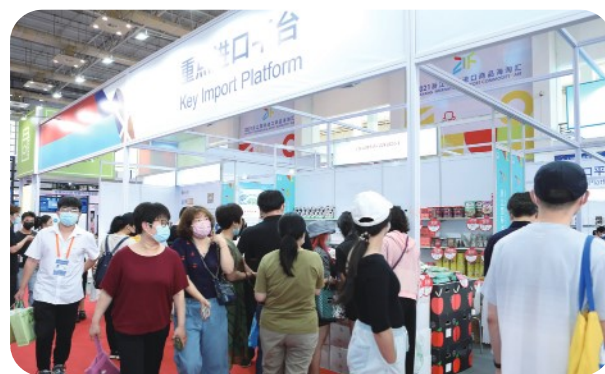
High quality enterprises zone

重点进口平台展示区

Key import platform exhibition area

国际友城展示区

International friendly cities exhibition area





活动宣传

Event Promotion

传统媒体和新媒体相结合, 针对目标参展商、采购商, 进行全方位、多渠道的推介, 合理分配营销渠道和信息投放频率。提升参展企业的媒体曝光和关注度, 为企业搭建一个热度高、传播广, 具有综合高效、性价比优自带流量的免费传播平台。

The event combines traditional media with new media to carry out promotion in an all-around way and through multiple channels for target exhibitors and purchasers, and rationally allocates marketing channels and information launch frequency. It aims to enhance the media exposure and media coverage of exhibitors, provides a free broadcast platform for companies with high popularity, wide spread, high efficiency and low cost.

媒体宣传 Media publicity

相关新闻的专题报道和推送

国家级:

- 中新网
- 中国商务新闻网
- 人民网
- 中国网
- 新华网
- 中国日报

省级:

- 浙江新闻客户端
- 杭州网
- 浙江商务
- 大浙网
- 九派新闻
- 文创港
- 中国蓝新闻
- 浙江之声
- 青年时报
- 天目新闻

微信公众号、微视频、网络直播

国家级:

- 工人日报
- 国际商报
- 消费日报

省级:

- 腾讯网
- 网易新闻
- 搜狐网
- 每日商报
- 浙江日报
- 钱江晚报
- 都市快报
- 东南财经
- 东方财富网
- 杭州日报
- 今日头条
- 浙商杂志



活动展出规模约10000 平米

The exhibition area of the event is about 10,000 square meters



杭州国际博览中心

Hangzhou International Expo Center



往届概况

Review of previous sessions

总体展览面积 **11000** 平方米，参展企业 **200** 余家

展会期间共有来自全国各地的 **10547** 人次专业采购商和专业客商到会采购

来自芬兰、冰岛、德国、意大利、法国、美国、英国、葡萄牙、瑞士、波兰、新西兰、俄罗斯、

韩国、日本等 **33** 个国家和地区的展团

The total exhibition area is **11000** square meters, with more than **200** exhibitors
During the exhibition, a total of **10547** people from all over the country,
professional buyers and professional merchants to purchase.

From Finland, Iceland, Germany, Italy, France, USA, UK, Portugal, Switzerland, Poland,
New Zealand, Russia, Korea, Japan and other **33** countries and regions.



展会观众
Exhibition visitors

Key import
platforms



重点进口平台

Cross-border
e-commerce
platforms



跨境电商平台

Pedestrian streets
in Zhejiang province,
hotels and homestays



浙江省步行街、
酒店及民宿

Large
supermarkets



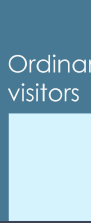
大型商超

Key
Importers



重点进口商

Ordinary
visitors



普通观众



目标采购商（到会专业采购数10000+）

Target Purchasers (More than 10000+ professional buyers)

源自进博会浙江交易团优质采购商资源

From the High Quality Purchasers of Zhejiang Delegation of CIIE





活动剪影

Event photos



联系方式

Contact Information

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Excellent Fair
Held in Zhejiang
Diversified Commodities
from the World

势聚浙江·商汇天下

2022

浙江国际
进口商品海淘汇

ZHEJIANG INTERNATIONAL
IMPORT COMMODITY FAIR

势聚浙江
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