



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

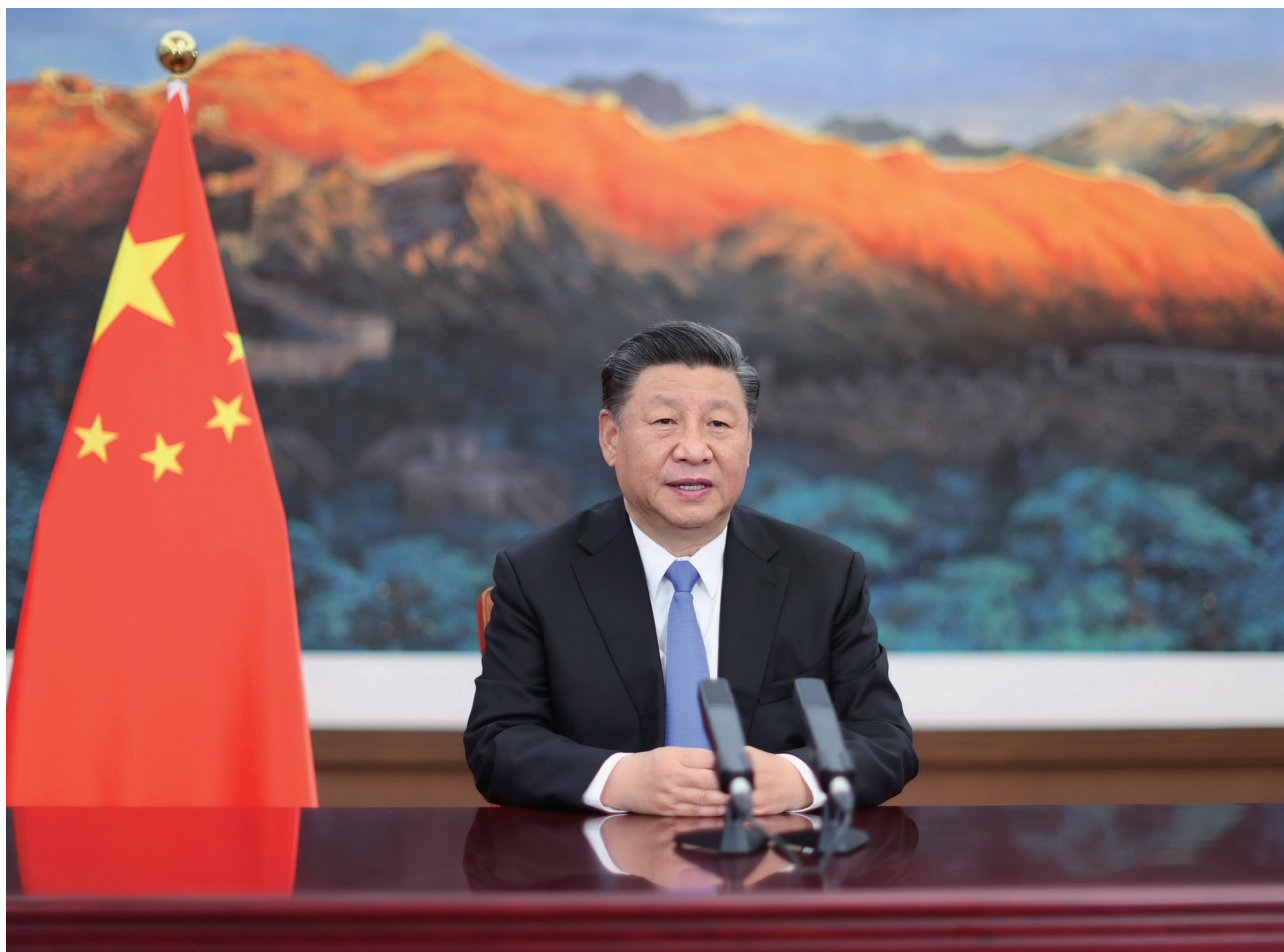
新 时 代 共 享 未 来  
NEW ERA SHARED FUTURE

# 第四届中国国际进口博览会 企业商业展

The 4<sup>th</sup> China International Import Expo  
Enterprise & Business Exhibition

2021 5<sup>th</sup>-10<sup>th</sup>.NOV  
11月5-10日





**经过3年发展,进博会让展品变商品、让展商变投资商,交流创意和理念,联通中国和世界,成为国际采购、投资促进、人文交流、开放合作的四大平台,成为全球共享的国际公共产品。**

Over the past three years since its inception, the CIIE has enabled exhibits to become traded goods and exhibitors to spot more investment opportunities. It has facilitated an exchange of new and creative ideas, and better connected China and the wider world. Acting as a major platform for international procurement, for investment promotion, for cultural exchange and for open cooperation, the CIIE is now an international public good for the world to share.



# 参展邀请

## Invitation

中国国际进口博览会是习近平总书记亲自谋划、亲自提出、亲自部署、亲自推动的,是迄今为止世界上第一个以进口为主题的国家级展会,是新时代中国高水平对外开放的里程碑。进博会体现了中国主动开放市场的真诚意愿和负责任的大国担当,表明了中国坚定支持多边贸易体制、推动自由贸易的一贯立场,为经济全球化和建设开放型世界经济注入了新动力。

我们将不断强化中国国际进口博览会国际采购、投资促进、人文交流、开放合作四大平台作用,敞开大门迎接八方来客,在危机中育先机、于变局中开新局,努力造福各国人民。

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。我们愿同世界各国和国际组织一道,将中国国际进口博览会持续打造成国际一流的博览会,促进世界经济和贸易共同繁荣。

CIIE is personally planned, proposed, planned, and promoted by General Secretary Xi Jinping. It is the first national-level exhibition with the theme of import in the world so far and a milestone of China's high-level opening up to the outside world in the new era. CIIE demonstrates China's sincere wish for opening its market and a strong sense of responsibility as a major country. It also shows that China's stance is consistent and clear on firmly supporting the multilateral trading regime and promoting free trade, injecting new impetus into economic globalization and the building of an open world economy.

We will make continuous efforts to strengthen the CIIE's role of providing the platform for "international procurement, investment promotion, cultural and people-to-people exchanges, and openness and cooperation", be open to and welcome guests from all over the world, identify decisive opportunities amid crises and changes, and benefit the people of all countries.

The Chinese government sincerely invites government officials of all countries, people from industrial and commercial sectors, exhibitors, and buyers across the world to participate in the CIIE. China is willing to make joint efforts with countries around the world and international organizations to build the CIIE into a world-class expo and promote the collective prosperity of the global economy and trade.





# 商业机遇

## 中国红利,全球共享

中国国际进口博览会成功举办,不断刷新“谋合作、促创新、求共享”的成绩单,展示出全球开放合作、互利共赢的大气象。中国国际进口博览会是外国企业作为进入中国市场的最佳通道。中国国际进口博览会为各国提供更多市场机遇、投资机遇、增长机遇。

## 开放合作,势不可挡

中国国际进口博览会汇集产业链上下游企业,促进跨界交流合作,释放出巨大的市场魅力,吸引外企外资不断加码中国,全球企业用行动表明,开放合作的大势不可阻挡,到中国来、到上海来仍是人心所向。

## 七个“更”,让进博会“越办越好”

第四届中国国际进口博览会展览规模更大,展区设置更优,展商质量更高,“朋友圈”信心更足,政策支持更强,城市保障更细,稳外贸、稳增长的平台效应更加凸显,综合效益持续放大。

## 政策支持力度加大

新增多条支持政策。从第三届起,每届进博会展期内将实施常态化进口展品留购税收优惠政策,政策力度更大。这一举措充分体现了中国政府通过进博会扩大开放的坚定决心,将使展客商有更多获得感,必将进一步提升进博会的吸引力。





## Business opportunities

### China's Development Dividends Shared by the World

With successful holding of the CIIE, achievements have been continuously made in “seeking cooperation, advancing innovation, and pursuing sharing”, reflecting the great global landscape featuring openness & cooperation and mutual benefits & win-win results. CIIE is the best channel for foreign enterprises to enter the Chinese market. CIIE will make more opportunities for business, investment, and growth accessible to all countries.

### Overwhelming Trends of Openness and Cooperation

The CIIE gathers upstream and downstream enterprises in industrial chains, facilitates exchanges and cooperation among different sectors, releases the great charm of markets, and continuously attracts foreign investments to China and foreign enterprises to develop in China. Actions of global enterprises have proved that the trend of openness and cooperation cannot be halted and that it's a popular choice for enterprises to develop in China and in Shanghai.

### Improvements in Seven Aspects Enable CIIE's Continued Success in the Years to Come

The fourth CIIE expands the scale, optimizes exhibition area arrangements, attracts higher-quality exhibitors, and has great confidence in partnerships. Also, with stronger policy support and more comprehensive urban safeguards, it further highlights the platform effect in stabilizing foreign trade and growth and expands the continuous integrative benefit.

### Consolidate and Increase Policy Support

Multiple support policies have been added. Starting from the third CIIE, the normalized preferential tax policy for the retention and purchase of imported exhibits will be implemented during each session of the CIIE. Much more policy support has been exerted for the third CIIE. The move, which fully demonstrates the firm determination of the Chinese government to expand opening-up through the CIIE, will provide exhibitors with more sense of gain, and will certainly further enhance the attractiveness of the CIIE.





# 第三届展会回顾

## Review of the Third CIIE

### 线上线下创新办展,嘉宾规格高

习近平主席在第三届进博会开幕式上发表主旨演讲,145个国家和国际组织的231名部级以上官员,以及100位世界500强企业及国际智库代表线上出席开幕式,69个国家驻华使节和国际组织代表线下参会。

第三届中国国际进口博览会,是疫情防控常态化条件下中国举办的一场规模最大、参展国别最多、线上线下相结合的展会。

Innovative Exhibitions Held Both Online and Offline, A Great Number of High-level Guests Attending President Xi Jinping delivered a keynote speech at the opening ceremony of the third CIIE. 231 officials above the ministerial level from 145 countries and international organizations, as well as 100 representatives of Fortune 500 enterprises and international think tanks, attended the opening ceremony online, and diplomatic envoys and representatives of international organizations from 69 countries attended the ceremony offline.

The Third China International Import Expo (CIIE) hosted by China is the largest online-offline exhibition attracting the greatest number of participating countries under the regular prevention and control of the COVID-19 pandemic.

### 新品发布精彩纷呈

首发新产品新技术新服务411项,其中全球首发73项。设立新品发布专区,42家国际知名参展企业举办发布活动,中央电视台《进博新品汇》全程直播,多家媒体现场报道。

Multiple New Products and Technologies Released 411 new products and technologies were released, including 73 newly released ones. A new product & technology releasing area was set up, where 42 international well-known exhibitors held release activities. CCTV's program "What's New in CIIE" offered the whole-process live streaming of the exhibition and several media outlets were on the scene.





# 第三届展会回顾

## Review of the Third CIIE

# \$726.2亿

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

## ≈360,000m<sup>2</sup>

展览面积  
Scale of Exhibition

## ≈400,000人

注册专业观众  
Registered Professional Visitors

## 3,000+

境内外记者报名采访  
Chinese and overseas journalists signed up for interviews

## 411

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

## 861

贸易投资对接会达成合作意向  
Cooperation intentions reached through trade & investment matchmaking events

## 101

配套活动  
Supporting Activities

## ≈80%

世界500强和行业龙头连续参展  
Fortune 500 companies and leading enterprises have participated in CIIE consecutively





# 企业商业展布局

## Layout of Enterprise & Business Exhibition

### 1.1馆、1.2馆、2.2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、水产品和冷冻食品,有机食品,植物基食品,预包装食品,综合食品等

### 2.1馆 汽车展区

品牌汽车、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、智慧出行和自动驾驶产品及技术、老爷车、赛车赛事等

### 3馆、4.1馆、北馆 技术装备展区

工业自动化、数字信息化、高端制造、工业产成品、节能环保等

注:企业商业展布局以现场实际公布为准。

### 5.1馆、6.1馆、6.2馆 消费品展区

美妆及日化用品、智能家电及家居、时尚潮流及珠宝、体育用品及赛事等

### 7.1馆、7.2馆、8.1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

### 8.2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、供应链管理等;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

### Hall 1.1, 1.2, 2.2 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, plant-based food, pre-packaged food, comprehensive food, etc.

### Hall 2.1 Automobile

Brand vehicles, automotive parts and components, automotive electronics, automotive supporting products and maintenance supplies, new energy automotive products and technologies, smart mobility and automotive driving products and technologies, vintage cars, car racing events, etc.

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

Industrial automation, digital Information, high-end manufacturing, industrial finished products, energy conservation and environmental protection, etc.

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

### Hall 5.1, 6.1, 6.2 Consumer Goods

Cosmetics and personal care products, smart domestic appliances and household goods, fashion and jewellery, sports products and events, etc.

### Hall 7.1, 7.2, 8.1 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 8.2 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.



# 企业商业展展位价格

## Booth Rates of Enterprise & Business Exhibition

### 室内展馆展位价格

光地: 330美元/平方米或人民币2,310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: 220美元/平方米或人民币1,540元/平方米  
(36平方米起)

### Indoor Booth Rates

Raw Space: USD 330/m<sup>2</sup> or CNY 2,310/m<sup>2</sup> (minimum 36 m<sup>2</sup>)

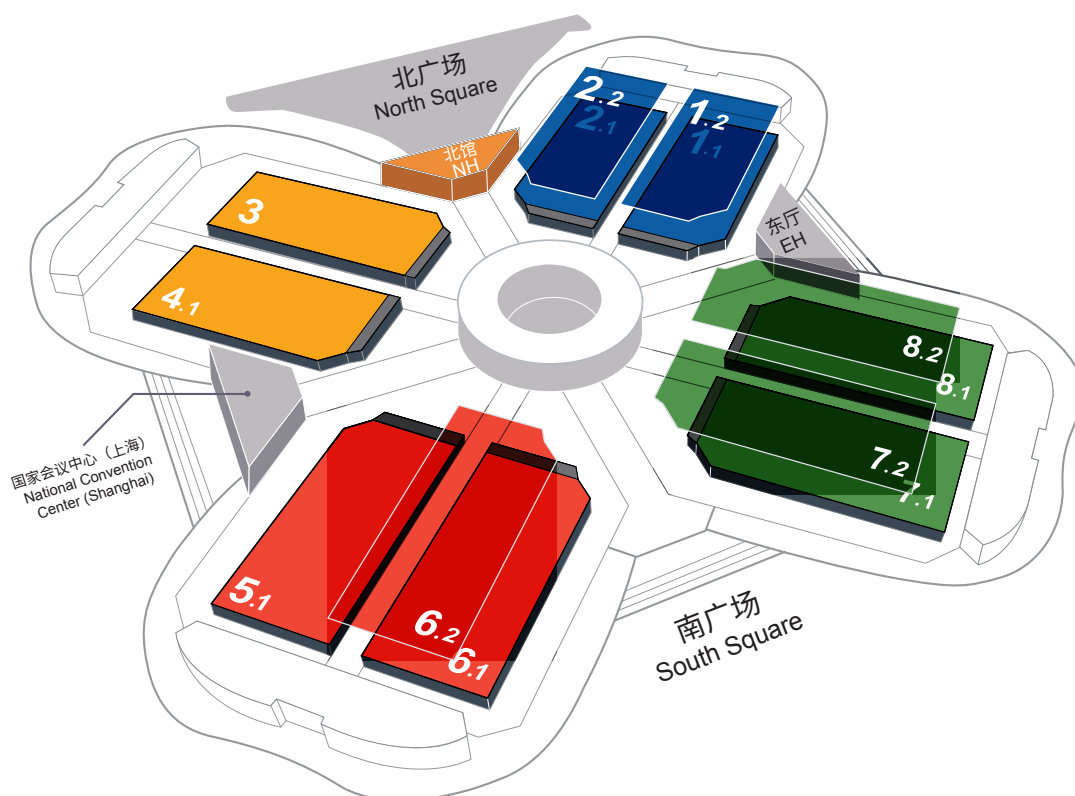
Standard Booth: USD 3,000 /9 m<sup>2</sup> or CNY 21,000 /9 m<sup>2</sup>

### Outdoor Booth Rates

Raw Space: USD 220/m<sup>2</sup> or CNY 1,540/m<sup>2</sup> (minimum 36 m<sup>2</sup>)

\*2021年1月31日(含)之前签订参展合同,且于2021年2月28日前完成不低于25%首付的参展企业,可享受10%优惠。报名截止日期: 2021年5月30日

\*Exhibitors that sign exhibition contracts before January 31, 2021 (included) and complete a down payment of no less than 25% of the full amount before February 28, 2021 (included) can enjoy a 10% discount. Booking Deadline: May 30, 2021



1.1  
1.2  
2.2

食品及农产品  
展区  
Food and Agricultural  
Products

2.1

汽车  
展区  
Automobile

3

4.1

北馆 NH

技术装备  
展区  
Intelligent Industry &  
Information Technology

5.1

6.1

6.2

消费品  
展区  
Consumer Goods

7.1

7.2

8.1

医疗器械及医药保健  
展区  
Medical Equipment &  
Healthcare Products

8.2

服务贸易  
展区  
Trade in Services



## 会展综合体介绍 Introduction of the Venue

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,是目前世界上建成并运营的规模最大的会展综合体。

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”。

National Exhibition and Convention Center (Shanghai) is the world's largest convention 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 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址 ([www.ciie.org](http://www.ciie.org)) 上进行在线提交
- 发送参展申请邮件至 [ciie2021@ciie.org](mailto:ciie2021@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 to [ciie2021@ciie.org](mailto:ciie2021@ciie.org)



WECHAT

## 联系我们

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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.