

健康共同体

A COMMUNITY OF HEALTH A FUTURE OF TECHNOLOGY

科技创未来

主办单位：湖北省人民政府 国家卫生健康委员会  
武汉市人民政府

承办单位：国家卫生健康委员会规划发展与信息化司  
湖北省卫生健康委员会 湖北省商务厅  
湖北省医疗保障局 湖北省药品监督管理局

执行承办：湖北省楚商联合会

**Hosts:** People's Government of Hubei Province, National Health Commission, People's Government of Wuhan Municipality

**Organizers:** Department of Planning, Development and Information of National Health Commission of the People's Republic of China, Health Commission of Hubei Province  
Department of Commerce of Hubei Province

Healthcare Security Administration Of Hubei Province,  
Medical Products Administration of Hubei Province

**Executive Organizer:** Chushang Federation Of Hubei Province

2023年  
世界大健康博览会  
2023 World Health Expo

招商手册

Investment Promotion Manual

2023.04.07-10

中国·武汉国际博览中心

WUHAN INTERNATIONAL EXPO CENTER-CHINA



# WORLD HEALTH EXPO

## 世界大健康博览会简介

健康共同体，科技创未来。健康是全人类共同关注的核心话题，大健康产业是全球增长最快的新兴产业，是未来世界产业竞争的焦点。

为了贯彻党中央“健康中国”战略，搭建全球大健康展示和交互平台，促进大健康产业健康可持续发展，世界大健康博览会（简称健博会）每年在湖北武汉举办。2022年升级为国家级大健康领域专业展会，由国家卫健委、湖北省人民政府、武汉市人民政府主办，湖北省楚商联合会执行承办。展会充分体现政府主导，市场化办展新模式，旨在展示世界大健康领域最前沿的新产品、新技术、新成果，成为凝聚大健康领域国际合作共识、协同促进大健康产业创新发展的重要平台。

在国家卫健委、湖北省人民政府、武汉市人民政府的大力支持下，2019—2022年已成功举办四届，平均每届展区面积12万平方、会务论坛60余场，共吸引了来自36个国家的105万人参展参会，其中各国政要、专家学者、世界500强、中国500强企业代表出席。大会签约项目167个，投资规模达3547.93亿。线上观众流量近10亿，全球300多家主流媒体竞相报道。线上线下交易近120亿，打造了永不落幕的健博会。在国内外的影响逐步扩大，赢得了广泛赞誉。

我们诚挚欢迎各国政要、工商界人士，以及参展商、采购商参展参会，共享发展机遇、实现互利共赢，共同促进大健康产业发展，推进健康中国建设。



# WORLD HEALTH EXPO

A community of health, a future of technology. Health is the key topic of the common concern of all mankind. The general health industry is one of the fastest growing emerging industries in the world and the focus of industrial competition in the future.

In order to implement the “Healthy China” Strategy of the CPC Central Committee, build a global health exhibition and interaction platform, and promote the healthy and sustainable development of the health industry, the World Health Expo (hereinafter referred to as the Health Expo) is held annually in Wuhan, Hubei Province. In 2022, it was upgraded to a national-level professional exhibition in the field of general health, hosted by the National Health Commission, the People’s Government of Hubei Province, and the People’s Government of Wuhan Municipality, and organized by Chushang Federation of Hubei province. The exhibition represent a new mode featuring government-leading and market-orienting. The expo aims to display the new products, new technologies and new achievements in the world’s general health field, and becomes an important platform for gathering consensus on international cooperation in the general health field and promoting the innovation and development of the general health industry.

With the strong support of the National Health Commission, Government of Hubei Province and Wuhan Municipality, four sessions have been successfully held from 2019 to 2022, with an average exhibition area of 120,000 square meters and more than 60 conferences and forums. A total of 1.05 million people from 36 countries including dignitaries, experts, scholars and representatives of Fortune Global 500 and Fortune 500 enterprises in China have participated in the event. 167 projects were signed at the conference, with an investment worthy of 354.793 billion RMB. With nearly 1 billion online audience, More than 300 mainstream media all over the world reported this event. Online and offline transactions amounted to nearly 12 billion yuan, creating a never ending health expo. It has won wide praise with a growing influence at home and abroad.

We sincerely welcome dignitaries, business people, exhibitors and purchasers from all countries to participate in the expo, sharing development opportunities and achieving mutual benefit and win-win results, and jointly promote the development of the big health industry and promote the construction of a healthy China.

# HIGHLIGHTS OF THE 2023 EXHIBITION

## 2023年展会亮点



### 获得UFI认证

展会质量持续提高,战略作用日益突显,国际影响更加广泛,成为全球大健康领域成果展示和交流的重要平台。

#### Certified by UFI

This expo, an increasingly prominent strategic role, has become an important platform for the display and exchange of achievements in the global health field, with improving quality and extending influence. It has obtained UFI certification, and the service, quality and popularity of the exhibition have been recognized by the International Exhibition Industry Association.

### 线上交易平台,参展四天服务一年

参展企业云招标、云采购,线上线下交易洽谈,打造“永不落幕的健博会”。并优先入围逾百亿元采购计划的政府采购、联合国采购与大型医药流通企业专项采购。

#### With Online Trading Platform, A Four-day Exhibition Means One Year Service

Exhibitors can bid and procure through online platform, and negotiate both online and offline, building “a never ending health expo”. Exhibitors will be given priority to take part in the over-10 billion yuan procurement plan of the Chinese government, the United Nations and large pharmaceutical distribution enterprises.

### 搭建政企沟通平台

全年组织开展多场政商对话活动,搭建政企对话的权威平台,共同探讨行业创新发展愿景和政府产业政策,积极建言献策,传递业界声音。

#### Building a Platform for Communication between Government and Enterprises

Throughout the year, by organizing a number of government-enterprise dialogues, we have built an authoritative platform for communication between government and enterprises, to discuss the industry's innovative development vision and the government's industrial policies, actively offered advice and suggestions, and delivered the voice of the industry.

### 精准邀请专业采购商

完善市场化招商机制,强化撮合对接服务。邀请企业及政府参观团和专业采购商参加专场供需对接会、全国招商路演,促成参展企业和采购商实现精准对接。

#### Targeted Inviting Professional Purchasers

We will improve market-based mechanisms for attracting investment and strengthen matchmaking and docking services. Enterprises and government delegations and professional purchasers are invited to participate in the special supply and demand matchmaking meeting and the national investment roadshow, so as to facilitate the accurate docking between exhibitors and purchasers.

### 新产品新技术新服务全球首发

全球大健康领域龙头企业在此汇聚前沿领先技术,展示最新成果,进行全球首发、中国首秀和中部首展。

#### Worldwide Debut of New Products, New Technologies and New Services

The world's leading enterprises in general health industry gather here to display cutting-edge technologies and the latest achievements, holding debut in central China, all China and the world.

### 全媒体、多渠道,构建立体传播体系

吸引全球媒体关注,提升品牌曝光率,扩大企业影响力。为参展企业规划全媒体宣传方案,通过主流媒体、专业媒体、流量平台、海外平台等构建立体传播体系,全面营造大健康产业氛围。

#### Building A Three-dimensional Communication System with All Media and Multi-channels

We will attract the attention of global media to enhance brand exposure and expand corporate influence. We, by building an all-round communication system through mainstream and professional media, traffic and overseas platforms, etc., will plan all-media publicity programs for exhibitors, so as to comprehensively create a sound atmosphere for the development of general health industry.

### 5G技术在医疗健康领域的前沿应用

全面展示诊疗机器人、人工智能辅助、智慧化管理、自动化诊疗等新兴技术、新应用,加快5G和医疗行业的携手共进。

#### Frontier Application Of 5G Technology In Medical And Health Field

We will comprehensively display emerging technologies and new applications such as diagnostic robots, artificial intelligence assistance, intelligent management, automated diagnosis and treatment, and accelerate the joint progress of 5G technologies and the medical industry.

### 诺贝尔奖获得者、院士、专家共襄盛举

诺贝尔生理学奖或医学获得者、院士、专家受邀参会。院士论坛、医院院长论坛等顶级学术论坛汇聚。

#### Nobel Laureates, Academicians and Experts Participating In The Grand Event

Nobel laureates in physiology or medicine, academicians and experts are invited to attend the conference. The top academic forums such as the Academician Forum of the Health Expo and the Hospital Dean Forum gathered.

# 线上交易平台

参展四天, 服务一年, 打造永不落幕的健博会

## 线上商城

服务于所有参展企业  
打造企业与老百姓直通平台

## B2B药械交易平台

为参展的药械企业与  
医疗机构提供交易服务

线上展示、交易竞价

线上招标、采购

整体直播、视频、VR云上会务

利用“互联网+”长期实现

湖北省非公医药机构可提前结算医保款、  
医保总额预算倾斜、纳入医疗机构绩效考核

药械交易平台实现反向竞价与互联网技术的有机融合, 建立  
交易价格由市场竞争形成的机制是国内药械交易平台的重大创新

# Online Trading Platform

Four days of exhibition, one year of service  
Build a never-ending health expo

## Online Shopping Mall

B2B medicine and equipment trading platform  
serves all exhibitors and builds a direct platform  
between enterprises and people

## B2B Medicine And Equipment Trading Platform

Provide trading services for participating  
pharmaceutical and equipment enterprises  
and medical institutions

Online Display And Transaction Bidding

Online Bidding And Procurement

Overall Live Broadcast, Video, VR Cloud Conference

Long term implementation with "Internet plus"

Non public medical institutions in Hubei Province can settle  
medical insurance funds in advance, tilt the total budget of medi-  
cal insurance, and incorporate it into the performance evaluation  
of medical institutions

It is a major innovation of domestic drug and equipment trading  
platforms to realize the organic integration of reverse bidding  
and Internet technology, and to establish a mechanism for trans-  
action prices formed by market competition

# 武汉国际博览中心场馆

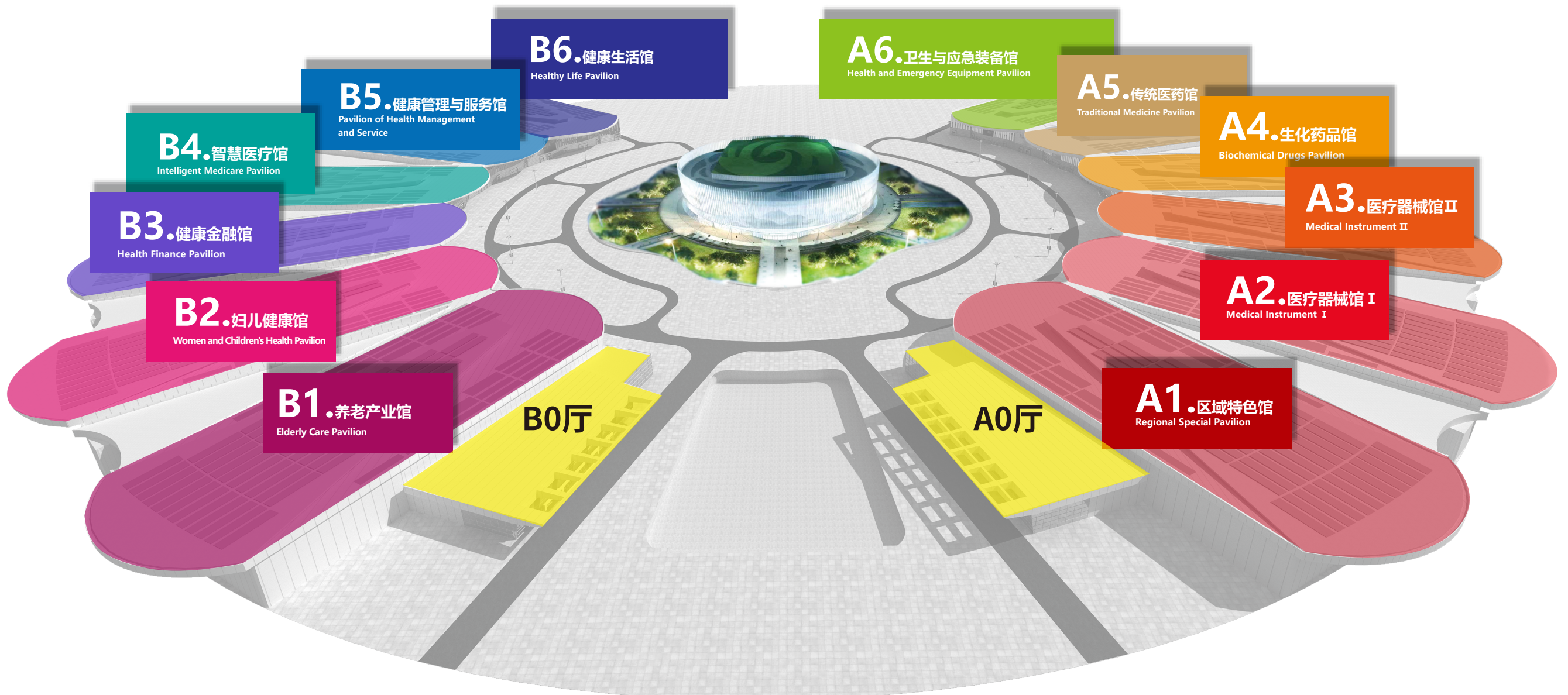
Wuhan International Exhibition Center

## 场馆名称 VENUE NAME

A1.区域特色馆	A2.医疗器械馆 I	A3.医疗器械馆 II
A4.生化药品馆	A5.传统医药馆	A6.卫生与应急装备馆

## 场馆名称 VENUE NAME

B1.养老产业馆	B2.妇儿健康馆	B3.健康金融馆
B4.智慧医疗馆	B5.健康管理与服务馆	B6.健康生活馆



# 展会布局 EXHIBITION LAYOUT

## • A1 区域特色馆 Regional Special Pavilion •

世界大健康产业发展 Development of general health industry in the world  
中国大健康产业成果 Development of general health industry in china  
湖北大健康产业成果 Achievements of general health industry in hubei province

## • A2 医疗器械馆 I Medical Instrument I •

国际组织机构 International organizations      世界500强企业 Top 500 enterprises in the world  
国际知名医疗器械 Internationally renowned medical devices      国际知名生物医药 Internationally renowned biomedicine

## • A3 医疗器械馆 II Medical Instrument II •

医学影像 Medical imaging      仪器设备 Instrument and equipment  
医疗用品 Medical supplies      辅助产品 Auxiliary products

## • A4 生化药品馆 Biochemical Drugs Pavilion •

生物医药 Biomedical      化学制药 Chemistry pharmaceutical      药品原材料 Raw materials  
中国医药“专精特新”“小巨人”企业 “Little giant” enterprises in Chinese medicine

## • A5 传统医药馆 Traditional Medicine Pavilion •

世界传统医药 World traditional medicine      中国传统医药 Traditional chinese medicine      中药健康产品 Health products  
中医特色诊疗馆 Traditional chinese medicine characteristic diagnosis and treatment center  
中医药抗疫成果 Achievements of traditional chinese medicine in fighting covid-19

## • A6 卫生与应急装备馆 Health and Emergency Equipment Pavilion •

公共卫生及防护 Public health and protection      应急装备 Emergency equipment  
设备制造 Equipment manufacturing      医用耗材 Medical supplies

## • B1 养老产业馆 Elderly Care Pavilion •

养老服务 Elderly care services      老年健康 Elderly health      智慧养老 Smart elderly care      康养文旅 Health care and cultural tourism  
老年用品 康复辅具 Rehabilitation instruments for the elderly      适老化改造 Elderly-oriented retrofitting

## • B2 妇儿健康馆 Women and Children's Health Pavilion •

妇幼医疗保健 Women and child health care      婴幼儿膳食补充 Infant diets supplement  
儿童成长教育 Child growth education      运动健身 Exercise and fitness  
女性创业 Female entrepreneurship

## • B3 健康金融馆 Health Finance Pavilion •

健康金融机构 Health financial institutions      金融信息技术 Financial information technology  
长期护理保险 Long-term care insurance

## • B4 智慧医疗馆 Intelligent Medicare Pavilion •

国内外知名医院 Well-known hospitals home and abroad      非公医疗机构 Non-public medical institutions  
医疗科技 Medical technologies      医疗信息化 Medical informatization

## • B5 健康管理与服务馆 Pavilion of Health Management and Service •

健康管理机构 Health management organization      健康家居服务 Healthy home service  
数字化健康管理服务平台 Digital health management service platform  
健康管理保健产品 Health management health care products

## • B6 健康生活馆 Healthy Life Pavilion •

医养生活 Medical care and life      医养融合 Medical care integrating with fit keeping      运动健康 Sports health  
运动医学 Sports medicine      体能与体育 Physical strength and sports

## 展位价格 BOOTH PRICE

类别	配置	价格
光地(特装)	36平米起租	人民币880元/平米
豪华标展	3m×3m	人民币8800元/个

### 展位预订优惠政策:

#### 1. 特装展位:

- (1) 光地36平米起租。
- (2) 往届参展企业享九折优惠;

#### 2. 费用说明:

- (1) 光地或豪华标展的费用, 不包含展品的运输仓储、吊装就位、展具租赁、现场水电气、特别是特装展位搭建及其管理费等费用;
- (2) 豪华标展只允许一家单位参展, 双开口展位费用均加收10%。

#### 3. 报名截止日期:

2023年3月20日。

### 光地(特装)展台制作:

1. 参考价格300元-1200元/平米, 不含桌椅等物料租赁费用及报馆费;
2. 200平米展位包干价格36万, 450平米展位包干价格80万, 包含展台制作费用、光地展位租赁费及报馆费;
3. 展台制作材料的选用需符合国家有关部门临时性建筑材料的管理标准, 符合国家环保要求及消防要求。

Booth Type	Facilities	Price
Open Space	Minimum rental area $\geq 36 \text{ m}^2$	880CNY / $\text{m}^2$
Luxury Standard Booth	3m x 3m	8,800 CNY / $9\text{m}^2$

### BOOTH BOOKING PREFERENTIAL POLICY:

#### 1. Special Booth:

- (1) The minimal rental area shall be no less than  $36\text{m}^2$ , 10% off for spaces above  $100\text{m}^2$  (inclusive), 20% off for spaces above  $300\text{m}^2$  (inclusive), and 30% off for spaces above  $500\text{m}^2$  (inclusive);
- (2) Previous exhibitors enjoy a 10% discount;

#### 2 Explanation:

- (1) The cost does not include the cost of transportation and storage, hoisting in place, lease of exhibition equipment, on-site water and electricity, especially the fees of construction and management of special booth;
- (2) Only one enterprise is allowed to display in the luxury standard booth, and 10% extra shall be charged for double openings.

#### 3. Deadline for registration:

March 20, 2023.

### DECORATION OF OPEN SPACE(SPECIALLY DECORATED):

1. The reference price is 300-1200 yuan/ $\text{m}^2$ , excluding the rental fees of tables and chairs and administrative expenses and cash pledge;
2. The package price of a  $200\text{m}^2$ -booth is 360,000 yuan,  $450\text{m}^2$ -booth is 800,000 yuan, including booth production fee, booth rental fee and administrative expenses and cash pledge;
3. The materials used shall meet the management standards of temporary construction materials of relevant national departments, and meet the requirements of environmental protection and fire protection.

## 展台样式 BOOTH STYLE



### 木质展台 Wooden booth

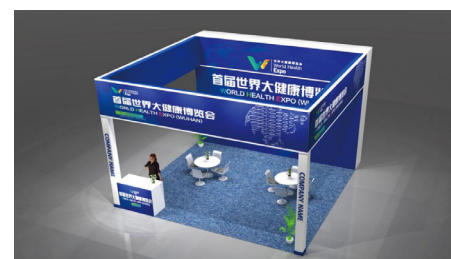
木质展台的价格主要取决于造型、材料和工艺, 价格含主结构、灯、画面、地毯, 不含桌椅等物料租赁费用及报馆费。

The price of a wooden booth mainly depends on the shape, materials and craftsmanship. The price includes the main structure, lights, screens, carpets, excluding the rent for tables and chairs and other materials and administrative expenses and cash pledge.



### 型材展台 Profile booth

型材展台的价格含主结构、灯、画面、地毯, 不含桌椅等物料租赁费用及报馆费。The price of profile booth includes the main structure, lights, pictures, carpets, excluding the rent for tables and chairs and other materials and administrative expenses and cash pledge.



### 桁架展台 Truss booth

由于桁架搭建样式单一, 所以采取固定价格。价格含主结构、灯、喷绘画面、地毯, 不含桌椅等物料租赁费用及报馆费。

Since the truss has a single construction style, a fixed price is adopted. The price covers the main structure, lights, spray painting surface, carpet, excluding the rent for tables and chairs and other materials and administrative expenses and cash pledge.



### 豪华标展 Luxury standard exhibition

豪华标展的配置包含三面白色展板(高度2.5米)、大楣板(2480\*950mm)灯箱门楣楣板(灯箱尺寸2000\*400mm)、2盏射灯、1张咨询桌、2张折椅及1只电源插座(220V/5A)。

The luxury standard booth includes three white exhibition boards (2.5 meters high), a large lintel board (2480 \* 950mm), a light box lintel board (light box size: 2000 \* 400mm), two spotlights, one consulting table, two folding chairs and one power socket (220V/5A).

# 广告位 ADVERTISING OPPORTUNITY

区域 Area	内容 Content	编号 Serial No.	规格 Specification	价格/元 Price/yuan	数量 No.	图片 Picture
登录厅 Login hall	正面两侧广告 Front side ads	ZG1	16.5M*7.5M	60000	2	
			12.5M*7.5M	50000	2	
	转角广告 Corner ads	ZG2	24M*9.5M	50000	2	
	交通枢纽 墙体广告 Wall ads of transportation hub	ZG4	8M*3.5M	10000	10	
环廊 Ring corridor	吊旗 Hanging flags	ZG7	3M*2M	6000	36	
	附壁广告 Wall attachment ads	ZG8	4M*2M	10000	36	
	展馆正门 厅上方广告 Ads above the main entrance of the exhibition hall	ZG9	22M*6.6M	40000	12	
馆内 The pavilion	展馆正门 厅玻璃墙广告 Glass wall ads of the lobby	ZG10	7.2M*6.7M	30000	24	
	馆内吊旗 Hanging flags inside the pavilion	ZG11	3M*5M	6000	204	

区域 Area	内容 Content	编号 Serial No.	规格 Specification	价格/元 Price/yuan	数量 No.	图片 Picture
车辆 主入口 Main entrance of the vehicle	上方墙体广告 Wall ads above the main entrance	ZG22	36M*3.5M	50000	2	
	灯杆广告 Lamp pole ads	ZG24	8M*3M	10000	16	
交通枢纽 Transportation hub	三面翻广告 3-surface-rotating ads	ZG12-A	21M*3.5M	50000	1	
二层平台 Second floor platform	高杆道旗 High pole flag	ZG15	/	10000	/	
各馆入口 Entrance to Each Museum	墙体 连接馆广告 Ads on the walls of the connecting pavilions	ZG5	22.2M*9M	60000	10	
各馆入口 Entrance to Each Museum	连接馆 桁架广告 Truss ads on the walls of the connecting pavilions	ZG28	10M*4M	30000	20	
	工作证吊绳 Hanging rope of the working card			100000		
会刊 Exhibition catalogue	封面 The cover			50000		
	封底 The back cover			40000		
	封二 Inside front cover		188mmX266mm	30000		
	封三 Inside back cover			30000		
	彩扉 Colored flyleaf			20000		
	彩插 Colored illustration			10000		



# 首届世界大健康博览会

Highlights of The 1<sup>st</sup> World Health Expo

(2019. 04. 07-10)



# 第二届世界大健康博览会

Highlights of The 2<sup>nd</sup> World Health Expo

(2020. 11. 11-14)



# 第三届世界大健康博览会

Highlights of The 3rd World Health Expo

(2021. 04. 07-10)

## 887.93亿

投资签约金额  
Investment contract amount  
88.793Billion RMB

### 34

国家代表受邀出席  
Delegations from 34 countries attended the Expo on invitation

### 1485

参展企业  
exhibitors

### 398000

累计进场人次  
visitors

### 500+

中外媒体记者采访报道  
reports and interviews by journalists home and abroad

### 57

高水平专业论坛  
high-level professional forum

### 1633万

线上平台商品交易金额  
commodity transaction amount on the online platform

### 2

诺贝尔获得者、13位院士  
2 Nobel Prize winners and 13 academicians

### 45

现场活动  
online activities

### 9亿+

线上观众流量  
online visitors

# 2022年世界大健康博览会

Highlights of 2022 World Health Expo

(2022. 08. 05-07)

## 443.75亿

投资签约金额  
Investment contract amount  
44.393Billion RMB

### 国家级

提档升格  
upgrading

### 923

参展企业  
exhibitors

### 300+

直播平台媒体  
live streaming platforms

### 500+

中外媒体记者采访报道  
reports and interviews by journalists home and abroad

### 62

专题会议  
special conferences

### 1155万

线上平台商品交易金额  
commodity transaction amount on the online platform

### 1

诺贝尔获得者、9位院士  
1 Nobel Prize winner and 9 academicians

### 17

新产品新技术首发  
debut of new products and new technologies

### 7亿+

线上观众流量  
online visitors



# 2022年世界大健康博览会媒体报道节选

Excerpts of media reports on 2022 World Health Expo



中华人民共和国中央人民政府官方网站  
Official website of Central Government of the People's Republic of China

中华人民共和国国家卫生健康委员会官方网站  
Official website of the National Health Commission

湖北省人民政府官方网站  
Official Website of People's Government of Hubei Province



中央电视台综合频道《新闻联播》CCTV News



新华社Xinhua News Agency



光明日报Guangming Daily



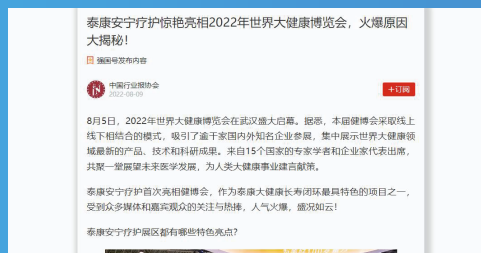
光明网GMW.cn



中国国际电视台China Global Television Network



新华网Xinhuanet



学习强国Xuexi.cn



中国经济网China economy.cn



科技日报 Science and Technology Daily



中国日报 China Daily



中国日报网 China Daily.com



中央广电总台国际在线 China Radio International



中华工商时报China Business Times



中新网ChinaNews.com



中国网China.com.cn



湖北日报Hubei Daily



长江日报Changjiang Daily



长江云Hubei TV



武汉广播电视台Wuhan TV



荆楚网cnhubei.com



武汉发布



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