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2024世界原产地 商品(青岛)交易会

World Origin Commodity (Qingdao) Expo 2024

2024.8.23-25 | 青岛国际会展中心
Qingdao International Convention Center

主办单位:

中国商业联合会
China General Chamber of Commerce
青岛华信会展服务有限公司
Qingdao Huasen Exhibition Service Co., LTD

承办单位:

青岛华信会展服务有限公司
Qingdao Huasen Exhibition Service Co., LTD

招展书
EXHIBITION PROFILE

► 展会介绍 Exhibition Introduction

世界原产地商品(青岛)交易会是涉及多个行业、集结世界原产地名品、艺术品及各地区优秀进出口商品的综合性国际贸易盛会。无论是规模产业链优势,还是政府背景带来的号召力,相对于专业展都有独到的优势。作为以原产地商品为主题的展会,世界原博会能为展商带来更专业的产品展示、更集中的目标客户关注及更广阔的消费市场。

World Origin Commodity (Qingdao) Expo is a comprehensive international trade event involving many industries, gathering world origin famous products, works of art and excellent import and export commodities in various regions. Whether it is the advantages of scale industry chain, or the appeal brought by the government background, it has unique advantages over professional exhibitions. As an exhibition with the theme of origin goods, the World Original Expo can bring exhibitors more professional product display, more concentrated target customer attention and a broader consumer market.



► 展会宗旨 Exhibition Purposes

通过展示国内外各地区原产地名品的优势和实力,为各国参展商提供集产品宣传与交流的渠道、直接洽谈和交易的平台及充分拓展中国市场的贸易机会,为更多企业在中国东部沿海及中部投资创业提供机会,形成国内外各地区经贸交流、合作的广阔大舞台。

By displaying the advantages and strength of famous products of origin in various regions at home and abroad, it will provide exhibitors from all countries with channels for product promotion and exchange, platforms for direct negotiations and transactions, and trade opportunities to fully expand the Chinese market, and provide opportunities for more enterprises to invest and start businesses in the eastern coastal and central regions of China, forming a broad stage for economic and trade exchanges and cooperation between regions and at home and abroad.

► 本届展望 Prospects

世界原产地商品博览会具有强大的市场基础和客户巨大的购买潜力,将吸引来自中国东部、中部、山东省及周边8大省市地区的批发商、进口商以及贸易公司的参与。本届展会一定会成为推广、展示、销售各国各地区特色商品的理想交易平台、贸易盛会及知名会展品牌。原博会也期望为更多企业实现价值最大化、贸易全球化创造生意机会。

本届展会预计共有来自亚洲、非洲、拉美、欧洲等三十个国家和地区的200家展商参展,涵盖10多个行业。展会旨在引起社会广泛关注,得到各国展商和广大消费者的普遍认可,成为众多买家光顾的热点展销会,商品得到畅销;目的是让许多国内外展商收获不菲销售收入的同时,也在展会期间与国内外多家客商达成了经销、代理协议。期望参展商普遍对参展效果感到满意,计划携更多、更高质量的商品再次参展。市场的高关注度和旺盛的人气充分显示了本届展会的商品、艺术品交易平台的非凡吸引力。

The World Origin Commodity Expo has a strong market base and huge purchasing potential for customers, and will attract the participation of wholesalers, importers and trading companies from eastern China, central China, Shandong Province and the surrounding 8 provinces and cities. This exhibition will become an ideal trading platform, trade event and well-known exhibition brand to promote, display and sell the special commodities of various countries and regions. The Expo is also expected to create business opportunities for more enterprises to maximize value and trade globalization.

It is expected that 200 exhibitors from 30 countries and regions in Asia, Africa, Latin America and Europe will participate in the exhibition, covering more than 10 industries. The exhibition aims to attract widespread attention from the society and is widely recognized by exhibitors and consumers from all over the world. It has become a hot trade fair frequented by many buyers, and the commodities have been sold well. The purpose is to allow many domestic and foreign exhibitors to harvest a lot of sales revenue at the same time, but also during the exhibition with a number of domestic and foreign merchants reached a distribution, agency agreement. It is expected that exhibitors are generally satisfied with the effect of the exhibition and plan to bring more and higher quality goods to the exhibition again. The high attention and strong popularity of the market fully show the extraordinary attraction of the commodities and art trading platform of this exhibition.

▶ 展会优势 Core Strengths



各国原产地商品生产商、经销商开拓中国市场优秀平台

An excellent platform for manufacturers and distributors of goods of origin from various countries to explore the Chinese market.



涵盖行业多、名品种类多、专业宣传团队、代理商资源

Covers many industries, varieties of famous products, professional publicity team, agent resources.



内需市场大、强势宣传计划，为参展企业吸引更多买家

Large domestic market, strong publicity plan for exhibitors to attract more buyers.



多种媒体渠道展开极具针对性的推广活动，包括电视台、电台、网站、短信、路牌、新媒体、自媒体、抖音、快手及中外知名报刊杂志等强势媒体进行跟踪报道

A variety of media channels will carry out highly targeted promotion activities, including TV stations, radio stations, websites, short messages, street signs, new media, we-media, Tik Tok, Kuaishou and other powerful media to follow up and report.

▶ 举办城市 Host City



青岛建设中国-上海合作组织地方经贸合作示范区,全球瞩目;提高其开放度,进一步加强青岛以及整个山东与“一带一路”国家之间的经贸往来。山东具有突出的区位优势,北承京津冀经济圈,南接长江经济带,东临黄渤海,西接中原腹地,是新欧亚大陆桥经济走廊的重要沿线地区和海上丝绸之路的重要战略支点;青岛也发挥着山东半岛城市群龙头作用。

作为世界啤酒之城、帆船之都,全国唯一联合国“海洋十年”国际合作中心落户国家级新区-西海岸新区,是国务院批准的山东半岛蓝色经济区规划核心区域龙头城市。2023年,青岛地区总人口1034.2万,生产总值14920亿元,增长7.9%,人均GDP达到14.49万元。

Qingdao has become a demonstration zone for China-Shanghai Cooperation Organization local economic and trade cooperation, attracting global attention. Improve its openness, and further strengthen the economic and trade exchanges between Qingdao and the whole Shandong Province and the "Belt and Road" countries. Shandong has outstanding geographical advantages. It borders the Beijing-Tianjin-Hebei economic circle to the north, the Yangtze River Economic Belt to the south, the Yellow Sea and Bohai Sea to the east, and the Central Plains to the west. It is an important region along the New Eurasian Land Bridge economic corridor and an important strategic fulcrum of the Maritime Silk Road. Qingdao also plays a leading role in the Shandong Peninsula city cluster.

As the world's beer city and sailing capital, the only international cooperation center of the United Nations "Decade of the Ocean" in the country has settled in the state-level New area - West Coast New Area, and is a leading city in the core area of the Blue Economic zone planning of Shandong Peninsula approved by The State Council. In 2023, the total population of Qingdao will reach 10.342 million, with a GDP of 1.492 billion Yuan, an increase of 7.9%, and a per capita GDP of 144,900 Yuan.

▶ 展品范围 Exhibits

农产品和食品

Agricultural & Food Products

休闲食品:

巧克力、糖果、饼干、糕点、蜜饯、果脯、甜食、膨化食品、坚果及其他休闲食品。

功能性食品:

营养健康食品,有机食品及儿童零食。

绿色农产品:

绿色有机农产品、乳肉制品、水产品、粮食作物、农副产品、调味品。

酒水饮料

Wines & Drinks

酒类:

葡萄酒、啤酒、精酿啤酒、威士忌、白兰地、鸡尾酒、洋酒烈性酒、传统白酒等,及酒配套、酒包装、酒器皿等。

饮料:

果汁、果蔬菜汁、含乳制品、功能性饮品、碳酸饮料、茶叶及茶饮品、植物蛋白饮料、矿泉水、咖啡及奶茶、蜂蜜冲调类饮品等。奶酪、液态奶、奶粉、炼乳、婴幼儿辅食及其他含乳制品

日用化妆品 ----- Daily Cosmetics

香水、化妆品、洗发水、沐浴露等个人护理用品,家用清洁剂等。绿化、环保、纯净、有机/天然产品及补品、化妆品。专业美容院产品及仪器,美发产品及仪器、美甲产品

家居百货 ----- Home Depot

餐具、杯具、厨具、厨房小器具、浴室用具、清洁用具、清洁化学品、家居装饰品、家用纺织品、烟具、小型家用电器储物产品及日用五金

旅游文化展示 ----- Tourism Culture Exhibition

各国的文化教育、旅游宣传服务

日用消费品 ----- Daily Consumer Goods

服装、纺织品、餐厨用品、家居用品、礼品、家居装饰品、节日用品、珠宝首饰、玉石、家具、孕婴用品、玩具、文化用品、工艺品、运动及休闲产品、箱包、鞋、钟表、陶瓷和玻璃制品等。

贸易服务 ----- Trade Services

进口代理公司、进口贸易公司、进口报关、商检、物流、跨境电商服务、免税仓服务、供应链服务、银行服务、新兴技术、服务外包、创意设计广告、包装、综合服务

▶ 参展费用 Exhibition The Expenses (展位费概不议价)

类 型	1. 标准展位 (9m²)	2.光地 (36m²起订)
展位价格	单开标准展位:5500元 (9m²) 双开标准展位:6000元 (9m²)	500元/ m²
展位配置	2.5m高三面 (两面) 围板, 楣板, 一桌二椅、射灯、220V/500W电源插座1个。	只提供空地,无任何配置,参展商必须自行装搭展位,特装管理费每平方米25元,须参展企业向展馆交纳。

▶ 广告 Advertising Expenses

拱 门	胸 牌	手 袋	彩 旗
¥3500元/期	¥20000元/期	5000元/2百个	2000元/期
入 场 券	¥20000元/4万张 (3万张起印)		
请 柬	¥6000元/2000张 (2000张起印)		

▶ 参展程序 Participation Procedures

联系主办方： TEL:0086-532-83712114 E-mail:qdsmwhcb@126.com

专员跟进： 根据企业参展需求，制定出参展方案，选定理想展位，签定参展合同；

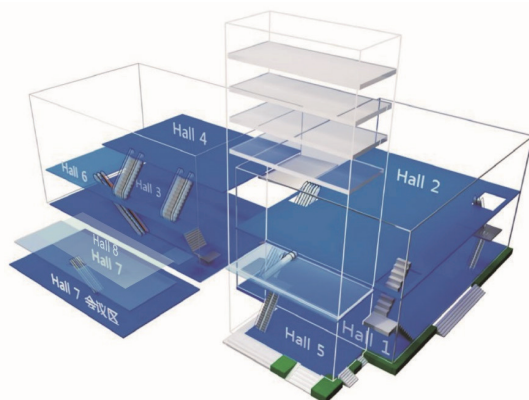
费用支付： 参展商按照合同约定，支付参展费用。

锁定展位： 付款后，组委会将发送展位确认函给到参展商！

▶ 参观线路



交通布局图



展馆分布图



► 合作媒体 (部分) Cooperation Medias



**组委会
联系方式**
Contact Us

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