



第四届浙江（温州） 进口消费品博览会

The 4th Zhejiang (Wenzhou) International Import Expo

2021.11.18-21

温州国际会展中心

Wenzhou International Convention and Exhibition Center

分会场：温州全球商品贸易港

Branch Venue: Wenzhou Global Commodity Trading Hub

主办单位

浙江省商务厅

温州市人民政府

Sponsored by

Department of Commerce of Zhejiang Province

Wenzhou Municipal Government

承办单位

温州市商务局

Organized by

Wenzhou Bureau of Commerce

上届参展数据

Previous Exhibition Data



境外比例 **73%**
Proportion of Foreign Enterprises



现场累计交易额 **726** 万元
Total Turnover On-site



46 个国家的
302 家展商
Number of Participating Countries



意向成交额 **3.65** 亿元
Intention Turnover



专业买家 **3083** 名
Business Buyers



观众人数 **79,801** 人
Total Attendance

参展邀请

Invitation

浙江（温州）进口消费品博览会是一个以“进口消费品”为主题的大型展会，为海内外企业搭建双向展示交易平台，汇聚世界优质进口资源，为国际品牌线上线下拓展市场渠道牵线搭桥，助推中国（温州）跨境电商综合试验区发展，高质量打造浙南闽北赣东进口商品集散中心。

第四届温州进口展将邀请来自 40 多个国家（地区）的 400 家以上企业参展，进一步打造具有国际特色、国际水平、国际品牌的高水准、高要求的专业进口展会，在构建以国内大循环为主体、国内国际双循环相互促进的新发展格局中发挥积极作用，培育进口商品“世界超市”，融入中国（温州）华裔华侨综合发展先行区建设，切实发挥进口贸易促进重点平台示范效应。

温州诚邀各国企业积极参加第四届温州进口展，共享中国新一轮改革开放的历史机遇。

Zhejiang (Wenzhou) International Import Expo (WIIE) is a large-scale exhibition themed with imported consumer goods. It builds a trading platform for domestic and overseas enterprises, gathers quality import resources worldwide, bridges the online and offline market channels for international brands, and boosts the development of China (Wenzhou) Cross Border E-commerce Comprehensive Pilot Zone, which contributes to the construction of high-quality import commodity distribution center in southern Zhejiang, Northern Fujian and Eastern Jiangxi.

The 4th WIIE will invite more than 400 enterprises from over 40 countries (regions) to participate. It will further build a professional import exhibition with international characteristics, international level and international brand of high standards, and play a positive role in building a new development pattern with domestic big cycle as the main body and domestic and international double cycle mutual promotion, cultivate the World Supermarket of imported goods, integrate into the construction of the Leading Zone for the Comprehensive Development of Chinese Businessmen and Overseas Chinese in China (Wenzhou), and give full play to the demonstration effect of key import trade promotion platforms.

Wenzhou sincerely invites enterprises from all over the world to actively participate in the 4th WIIE and share the historical opportunity of China's new round of reform and opening up.

20,000⁺m²

展会面积
Exhibition Area

参展商 **400⁺**
Exhibitors

参展国家 **40⁺**
Countries

采购商 **4,000⁺**
Business Buyers



展会优势 Exhibition Advantages

1

第一批浙江省重点进口平台

First Group of Key Import Platforms in Zhejiang Province

温州全球商品贸易港及浙江（温州）进口博览会均获首批浙江省重点进口平台，展会将在省进口贸易促进创新示范区温州市瓯海区设立分会场，与温州全球商品贸易港发挥联动效应。

Wenzhou Global Commodity Trading Hub & WIIE are both approved as key import platforms of Zhejiang Province, the exhibition will set up a branch venue in Ou Hai District of Wenzhou, a provincial import trade promotion and innovation demonstration area, to play a linkage effect with Wenzhou Global Commodity Trading Hub.

2

进口市场进入“红利期”

Import Market Enters the Dividend Period

3

进口商品集散中心

Import Commodity Distribution Center

4

多层次物流网络辐射

Multi-level Logistics Network Radiation

5

采购需求强劲

Strong Procurement Demands

6

专业采购商招募

Business Buyers Recruitment

7

媒体重磅宣传

The Cloud Trading & Display Platform



展区规划

Layout of the Exhibition

2号馆：智享生活馆 Hall 2: Tech-life Solutions

母婴亲子：益智玩具、健康辅食、母婴出行、服饰鞋帽、洗护喂养、家教辅导等等。

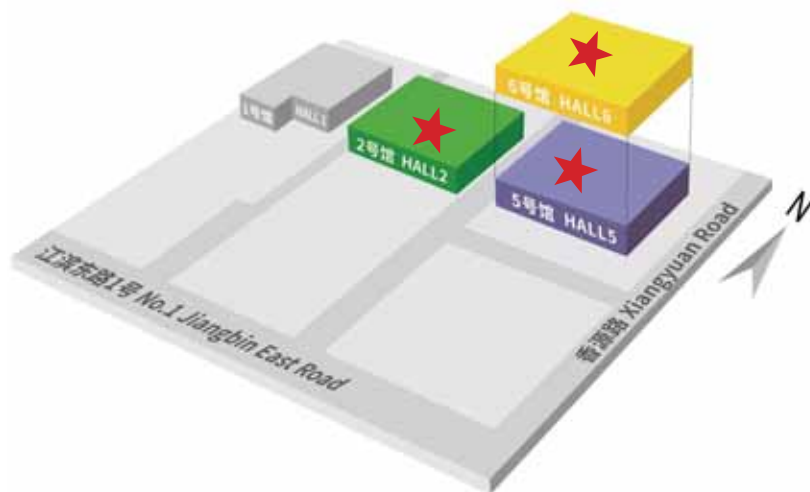
高端酒饮：进口葡萄酒、啤酒、清酒、烈性酒、酒类服务等。

有品生活：有机食品、智能穿戴、健康保健、智慧家居、美妆个护等等。

Imported Maternal and Infant Care Products: Toys, Educational Products and Souvenirs, Baby Snack, Food Supplementary, Stroller, Car Seats and Furniture, Child Clothing Footwear and Accessories, Feeding and Baby Care Products, Diapers, etc.

Exquisite liquors: Imported Wine, Beer, Sake, Spirits, Wine Related Services, etc.

Life Wellness Products: Organic Food and Nutrition, Wearable Smart Devices, Household Health Care Products, Smart Cosmetics, etc.



5号馆：国家专题馆 Hall 5: National Pavilions

主宾国：设立主宾国并组织系列主题活动（开闭馆仪式、主宾国推介、企业活动日、异国云览等），集中全面展示该国的特色商品、文化风情、产业发展情况和对中贸易现状等。

国家专题馆：邀请各国特色企业携优质产品，以国家展团的形象展示和宣传本国产业、文化等特色内容。

知名企业展区：邀请各国各行业的知名企业展示其新产品、新技术、新服务。

Guest Country of Honor: WIIE will set a guest country of honor pavilion and organize various themed activities (opening & closing ceremony, guest country of honor showcase, enterprise promotion, online exhibition, interviews, etc.) to display featured exhibits, culture, industries and trades with China and Wenzhou in all respects.

National pavilions: Participant nation's official representation showcasing their country, industries, companies, and unique products.

Renowned brands: Well-established firms from all walks of life to introduce newest products, high technology, and high-end services.

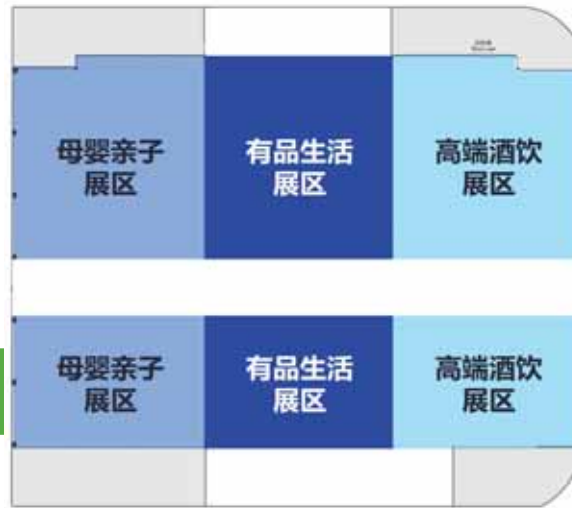
6号馆：数字（服务）贸易馆 Hall 6: Trade in Services (Cross-border E-commerce)

服务贸易、跨境电商进出口品牌、跨境电商平台、跨境电商服务商等跨境电商全产业链。

The whole industrial chain of cross-border e-commerce, trade in services, including I/E Brands, Platforms, Services Providers, etc.

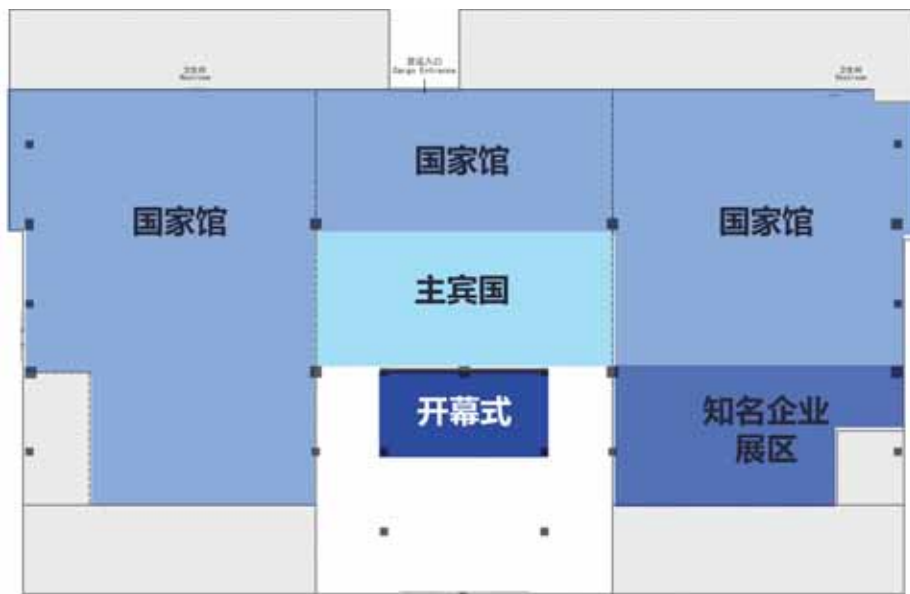
展区示意图

General View of Exhibition Area



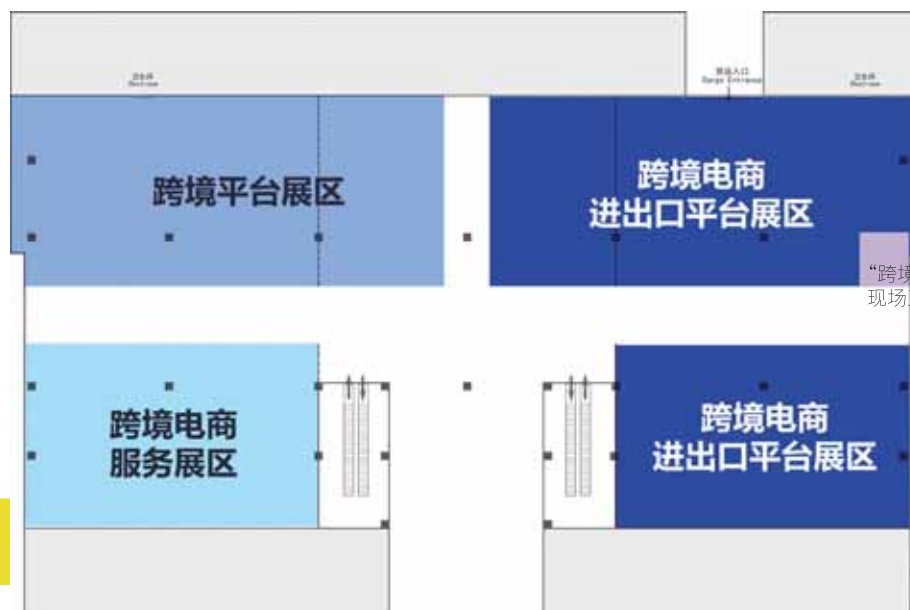
2号馆：智享生活馆
Hall 2: Tech-life Solutions

2



5号馆：国家专题馆
Hall 5: National Pavilions

5



6号馆：数字（服务）贸易馆
Hall 6: Trade in Services
(Cross-border E-commerce)

6

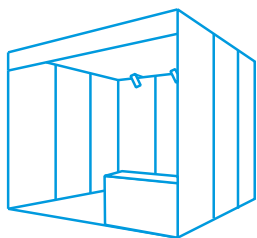


展位价格 Booth Rate

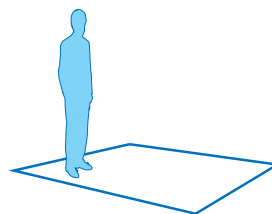
展位规格 Booth Types	市场价 Original Price	补贴价 Subsidized Price
光地 Space Only ($\geq 36 \text{ m}^2$)	500 RMB	300 RMB
标准展位 Shell Scheme (9 m^2)	5,800 RMB	3,800 RMB

* 以上价格不包含展商住宿。

Accommodation service is NOT included in the above booth rate.



标准展位
Shell Scheme
(9 m^2 , 含基本展具)
(9 m^2 / Unit, furnished)



光地展位
Space Only
(36 m^2 起订)
($\geq 36 \text{ m}^2$)



- 瓯江国际经贸论坛
Oujiang International
Economic and Trade Forum

配套活动 Concurrent Events

举办**瓯江国际经贸论坛**，以跨境电商为主题，探索将温州打造成为浙南闽北赣东地区内更加新颖高效的全球进口平台及进口消费品集散地中心的发展途径。

Oujiang International Economic and Trade Forum will be held to explore the development path of building Wenzhou into a more innovative and efficient global commodity platform and import consumer goods distribution center in southern Zhejiang, Northern Fujian and Eastern Jiangxi.

直播选品会，邀约电商平台面向优质展商进行选品，为展会优质企业、代理商向线上平台转型助力，为品牌商、生产商提供搭建展示、交流和贸易拓展的机会。

Livestream Product Selection, invite e-commerce platform to select products from high-quality exhibitors, help high-quality enterprises and agents to transform to online platform, and provide opportunities for brand makers and producers to build display, exchange and trade development.

国别经贸合作系列推介，设置国别推介专区，各国家组团单位选择主题进行专题推介，对应邀请专业采购团参会进行洽谈。

National Promotion of Economic and Trade Cooperation, setting up a special area for national promotion, national group chooses their own speech theme to carry out promotion, and invites corresponding business buyers to attend the meeting for negotiation.

行业对接会，筛选 3-4 个行业邀请跨境平台、优势展商、温州本地产业代表进行不同行业线上综合服务运营分享，邀请本地商会组织专业采购商进行洽谈对接。

The industry matchmaking meetings will be held for selected 3-4 industries, invite cross-border platforms, exhibitors and Wenzhou local industry representatives to share online comprehensive service operation of different industries, and invite local chamber of Commerce to organize professional purchasers for negotiation and matchmakings.

- 直播选品会

Livestream Product Selection

- 国别经贸合作系列推介

National Promotion of
Economic and Trade
Cooperation

- 行业对接会

The Industry Matchmaking
Meetings



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