



中国义乌 进口商品博览会 招展书

Yiwu Fair Spring: Imported Commodities Fair

2015. 6. 4-7 义乌国际博览中心

市场背景：2013 年，中国进出口总值首次突破 4 万亿美元。其中进口总额 1.95 万亿美元，增长率 7.3%。欧盟、美国、东盟、香港和日本依次成为中国前五大贸易伙伴。为了缩小进出口贸易比例之间的差距，为目前正在进行的制造业经济结构转型提供良好的国内需求驱动力，中国政府提出了未来五年内实现 10 万亿美元进口额的目标。义乌进口商品市场蓬勃发展，带动了义乌市场由“买全国、卖全国”到“买全球、卖全球”质的飞跃，促进了义乌市场的转型升级，由出口贸易向出口、进口、转口多元化贸易发展，成为全球商品重要集散地，世界商品贸易交流平台。

时间：2015 年 6 月 4 日-7 日

地点：义乌国际博览中心

展出规模：30,000 平方米以上

主办单位：中国国际贸易促进委员会、中国国际商会、中国商业联合会、中国物流与采购联合会、浙江省人民政府

承办单位：商务部外贸发展事务局、中国国际商会秘书局、浙江省商务厅、浙江省外事侨务办公室、中国国际贸易促进委员会浙江省分会、义乌市人民政府

参展范围：

- 进口家居用品：日化洗涤、母婴用品、厨房用品、浴室用品、家用电器、数码影像、通讯器材、运动休闲用品、家用装饰、保健器械等
- 进口食品及饮料：咖啡、茶、葡萄酒及烈酒、酒精及非酒精饮料、酒类器具、即食食品、休闲食品、保健食品等
- 进口工艺品饰品：工艺品、陶瓷制品、水晶制品、手工艺制品、玩具、珠宝、首饰等
- 进口服饰及配件：童装、男装、女装、服饰配件等
- 跨境电商及国际贸易服务商：跨境电商企业、国际物流企业、电商交易及第三方支付平台、进口贸易供应链企业、进口贸易中介机构、银行、保险公司、进口贸易平台、保税区等

如何参加进口展

收费标准：国际标准展位 5800 元/个展位，光地 500 元/平方米，双开口加收 400 元/个展位。

优惠政策：本届展会给予展位费免费，只收取报名费的优惠政策。按照每个标准展位或 9 平方米光地展位收取 1000 元参展报名费。待展会结束后，经执委会认定符合标准的参展企业（根据参展商现场展品质量的优劣及现场贸易秩序评定等结果）予以报名费返还。

*优质参展企业可优先申请租用国际商贸城进口商品馆商位，并给予租金优惠激励。

参展费用（交款时间、交款方式及返还方式）：

1. 展位确定后三个工作日内将参展报名费（每个展位 1000 元）全额交齐，未如期支付的，执委会有权撤销展位并另行安排其他企业。
2. 交款方式：参展企业凭执委会提供的付款通知单将报名费汇入执委会指定的银行账号。
3. 返还方式：通过执委会审核认定符合返还标准的参展企业，在展会结束后的一周内，执委会将参展报名费返还至参展企业。

执委会指定汇款账户

开户名称：义乌国际小商品博览会有限公司

开户银行：中国银行义乌市分行营业部

银行账号：3805 6114 3061

注：本账号仅接受人民币汇款，外币支付请先行购汇。因汇率差产生的金额浮动问题由参展企业自行承担。

采购商服务：享受展会现场与市场的一站式采购服务，并提供免费食宿接待等（具体详情请来电咨询 Tel: +86-579-85415888）。



浙江省义乌市宗泽东路 59 号国际博览中心

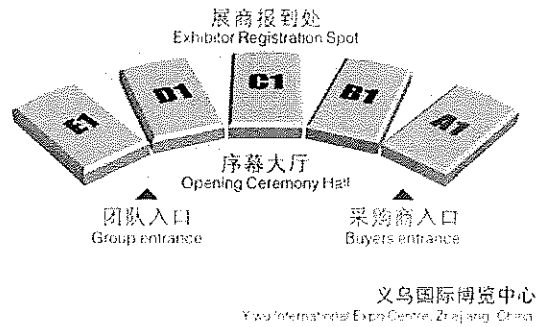
Tel: +86-579-85415012/475

Fax: +86-579-85415077

E-mail: import@yiwufair.com

Web: www.importfair.cn (该域名将于 2015 年 3 月 15 日启用, 此前可登录 imported.yiwufair.com, 造成的不便敬请谅解)

展区分布图:



本届进口展活动亮点

中国（义乌）进口贸易大会

世界韩商（中国）大会

“一带一路”沿线国家出口商品及政策环境推介会

进口跨境电商供需对接会

义乌系市场联盟大会

系列新技术新产品发布会

义乌优势:

覆盖全球的营销网络——义乌有着全球最大的小商品市场，每年到义乌采购的境内境外采购商分别达到 1000 万人次和 50 万人次，有 1.3 万多名境外客商常驻义乌，商品辐射全球 210 个国家和地区。

成熟高效的物流配送网络——现有国内、国际物流企业 2500 多家，形成面向全球的货物运输配送网络。国内配送直达全国 1400 多个县级以上城市和 90% 以上地级市。

高度发达的电子商务产业链——全市在各类平台的电商账户达 24 万多户，构建了完整的电子商务产业链。众多国内外知名电子商务企业都在义乌建立了采购中心。蓬勃发展的跨境电子商务则使义乌被称为新的全球网货采购基地。

国际贸易综合改革先行先试的政策——目前唯一的国家级综合改革试点县级市，具有在扩大进口、开展转口贸易方面先行先试的政策优势，贸易便利化水平

不断提升。

海外商品进入中国市场的桥头堡——较为完整的进口贸易平台已构建,拥有B型保税区、航空口岸。开通了义新欧(义乌—西班牙马德里)国际集装箱专列,成为丝绸之路经济带的重要“新”起点。



义乌进口商品馆位于国际商贸城五区市场一

楼,经营面积 10 万平方米,商位数量 400 多个,馆内设有进口食品·保健品、服装·鞋帽·日用百货、珠宝饰品·工艺品、非洲·东盟·中东欧产品展销中心等经营区,目前已有来自 100 多个国家和地区的 5.5 万余种特色商品入驻经营。

Tel: +86-579-81068106 www.aijinkou.com

铁路:

国家“八纵八横”主骨架-浙赣线铁路贯穿全境。义乌站日停靠列车 120 余趟次,可直达北京、广州、上海等各大中城市。

铁路列车咨询电话: 0579-95105105

公路:

杭金衢、甬金高速公路穿境而过, 03 省道、20 省道、37 省道与义乌周边地区紧密相连。现已开通至香港及省际客运线路 340 余条。到杭州只需 1.5 小时,到宁波 2 小时,到上海 3 小时。

公路班车咨询电话: 0579-96233

航空:

义乌拥有中型民航机场,具备全天候起降条件。现已开通香港、北京、广州、厦门、深圳、揭阳、昆明、成都、郑州、乌鲁木齐、海口、沈阳、三亚、哈尔滨、珠海、合肥、晋江、南宁等 20 余条航线。义乌到杭州萧山国际机场有快线班车,每 40 分钟一班。

民航航班咨询电话: 0579-85456789



Invitation

Yiwu Fair Spring: Imported Commodities Fair

04-07 June, 2015

Yiwu International Expo Centre

Market Background: By the year 2013, the total value of China's imports and exports has reached \$ 4 trillion for the first time, including \$1.95 trillion of total imports which has achieved a growth rate of 7.3%. And the EU, the USA, the ASEAN, Hong Kong and Japan have orderly become the top five trading partners of China. Aiming to narrow down the gap between the proportions of imports and exports, so as to provide an ample domestic demand driving force for the ongoing manufacturing industrial structural transformation and upgrading, the GOC set a goal of achieving \$10 trillion total imports in five years. As for Yiwu, the prosperity of Yiwu import commodity market has brought Yiwu a qualitative leap from 'Buy from China, Sell in China' to 'Buy global, sell global', driving the city to transform and upgrade its market from relying on sole export trade to diversified trades including import, export and transit trade. Yiwu has become a significant distributing center of global commodities, as well as an important communication platform for global merchandise trade.

Date: 04-07 June, 2015

Venue: Yiwu International Expo Centre, Zhejiang, China

Exhibition scale: above 30,000 m²

Hosts:

China Council for the Promotion of International Trade

China Chamber of International Commerce

China General Chamber of Commerce

China Federation of Logistics & Purchasing

The People's Government of Zhejiang Province

Organizers:

Foreign Trade development Office of Ministry of Commerce of the People's Republic of China;

The Secretary Office of China Chamber of International Commerce;

Department of Commerce of Zhejiang Province;

Department of Foreign and Overseas Chinese Affairs of Zhejiang Provincial People's Government;

China Council for the Promotion of International Trade Zhejiang Sub-Council;

Yiwu Municipal People's Government;

Exhibition scope:

(1) **Imported household articles:** Chemical cleansing products/ Maternal and Child products/ Kitchen supplies/ Bathroom supplies/ Electric appliances/ Digital equipment/ Communication equipment/ Sports and Entertainment products/ Household decoration/ Health care equipment, etc;

(2) **Imported food and Beverages:** Coffee/ Wine/ Tea/ Alcoholic drink and Non-alcoholic drink/ Liquor equipment/ Snack food/ Ready-to-eat food/ Health care products, etc;

(3) **Imported art-crafts & Ornaments:** Ceramics/ Crystals/ Handicrafts/ Toys/ Jewelries/ Ornaments, etc;

(4) **Imported garments & Accessories:** Children's wear/ Men's wear/ Women's wear/ Accessories, etc;

(5) **Cross-border E-commerce service providers & International trade service providers:** Cross-border business enterprises/ International logistics/ International network platform/ Third party payment platform, etc.

How to take part in the fair:

Booth charge:

Standard booth: ¥5800/ per booth (3m*3m);

Raw space: ¥400 /m²;

¥400 extra charge for corner booth.

Preferential policy:

Free for booth fee; the deposit of 1000 RMB/ per booth(per standard booth or raw space of 9 m²) will be charged, which should be specially paid back to those verified as the

qualified exhibitors after the event. A qualified exhibitor will be judged by the exhibitor's exhibits and trading order by the executive committee.

*Outstanding exhibitors shall get a priority on applying for shops in the Imported Commodities Mall of the International Trade City District 5 as well as enjoying certain preferential rent policy.

Services for buyers: One-stop procurement service linking the exhibition and market; Free food and rooms are offered; Welcome to call +86-579-85415888 for further details.

Payment:

1.Organizing committee has the right to cancel the reserve and make another arrangement if there is no full deposit from the enterprise who applies for booths after confirmation in three-workday.

2.Payment: Transfer to the remittance account according to the Debit Notes sent by the organizing committee.

3.Payback: the deposit should be specially paid back to those verified by the organizing committee as the qualified exhibitors within one week after the event.

Remittance Account:

Beneficiary Bank: Bank of China Yiwu Sub-branch

Swift Code: BKCHCNBJ92H

Beneficiary Name: Yiwu International Commodities Fair Co., Ltd

Account No.: 3805 6114 3061

Add: No.500, Chouzhou North Road, Yiwu,Zhejiang,China

Only RMB is accepted, and the exhibitors should be responsible to the price difference to purchase the foreign exchange.



No.59 Zongze Road, Yiwu, Zhejiang, China

Tel: +86-579-85415012/475

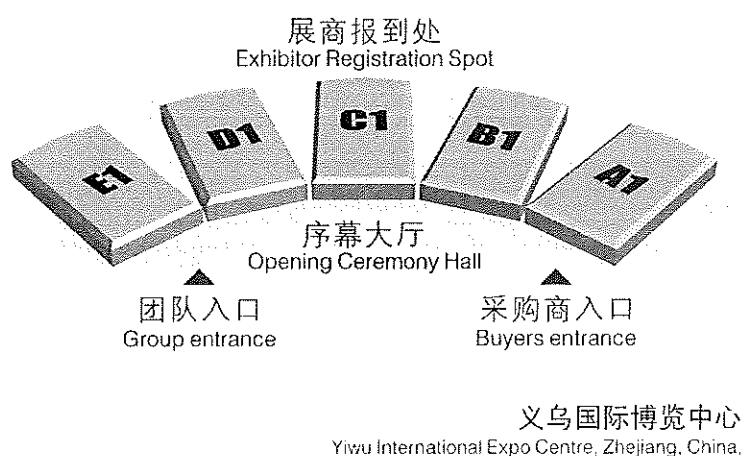
Fax: +86-579-85415077

E-mail: import@yiwufair.com

Web: www.importfair.cn

(This domain name will not take effect until March 15th, and before it you can log in the site impoted.yiwufair.com instead)

Location:



Main events and activities:

China (Yiwu) Imports Fair

World Korean Entrepreneurs (China) Convention

Export Commodities and Policy Environment Promotion Meeting of the Countries along the Route of "One Belt and One Road"

Matchmaking Meeting of Supply and Demand for the Imported Cross-border

E-commerce Service Providers

The Congress of Yiwu Markets Union

New Technology and New Products Release Conferences

Yiwu advantages:

A marketing network achieving worldwide coverage—Yiwu, famous for the biggest commodities market all over the world, has attracted respectively 10 million and

50,000 buyers both home and abroad each year. And the number of resident foreign businessmen has exceeded 13,000 so far. Besides, the commodities in Yiwu has transported to 210 countries and regions all over the world.

A mature and efficient Logistics and distribution network---Yiwu has more than 2,500 domestic and overseas freight operators, directly connecting the city with over 1,400 county-level cities and over 90% of prefecture-level cities in China.

A highly developed E-commerce industry chain---There are more than 240,000 E-commerce accounts in all kinds of platforms in the city, constructing a complete E-commerce industry chain. A number of well-known domestic and foreign enterprises have set up their purchasing centers in Yiwu. And the booming cross border E-commerce enables Yiwu to be known as the global net-goods purchasing base.

A prior policy on comprehensive reform of international trade---Yiwu is only county-level city ranked as the national comprehensive reform pilot area, thus entitled to a privileged access to expand imports and carry out transit trade. Yiwu is witnessing its constant upgrading of trade facilitation.

The bridgehead of overseas commodities entering the China market---A comparatively complete import trade platform has been established. Yiwu bonded logistics center (B) has been in operation along with Yiwu international airport. And the opening of YIXINOU (Yiwu-Madrid) international container special train marks Yiwu a brand new starting point of the Silk Road.



Yiwu Imported Commodities Mall, located on the 1st floor of District 5 Market of International Trade City, covers an operation area of 100,000 m² with over 400 shops. There are mainly four operating districts including imported food & health care products, garments & shoes and hats & general merchandise, jewelry & crafts, African & ASEAN & Central and eastern European Products Exhibition & Trade Center, which introduce more than 55,000

kinds of featured commodities imported from over 100 countries and regions.

Tel: +86-579-81068106 www.ajjinkou.com

Railway:

Zhejiang-Jiangxi Railway passes through Yiwu. More than 120 trains stop at Yiwu daily. Passengers could have direct access to Beijing, Guangzhou, Shanghai, and other major cities.

Hotline: 0086-95105105

Highway:

Hangzhou-Jinhua-Quzhou Expressway and Ningbo-Jinhua expressways cross the city. Provincial highways 03, 20, and 37 are closely linked to Yiwu surrounding areas. More than 340 inter-provincial passengers lines have been opened. Yiwu is only one and a half hours' drive to Hangzhou, two hours' drive to Ningbo and three hours drive to Shanghai.

Hotline: 0086-579-96233

Aviation:

With all-weather landing and taking off conditions, Yiwu Airport, a medium-sized civil airport, operates 20 air routes to HK, Beijing, Guangzhou, Xiamen, Shenzhen, Jieyang, Kunming, Chongqing, Chengdu, Zhengzhou, Urumqi, Haikou, Shenyang, Sanya, Harbin, Zhuhai, Hefei, Jinjiang and Nanning. The shuttle bus from Hangzhou Xiaoshan International Airport to Yiwu sets off every 40minutes.

Hotline: 0086-579-96555