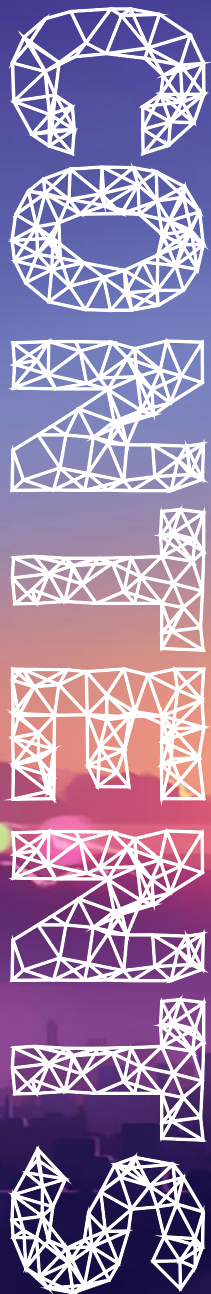




2016天津·世界侨商名品博览会

2016Tianjin-world Famous Brand of Global Entrepreneurs Expo

Recommend Case
招商推介方案



- 一、 2015 Global Entrepreneurs Expo wonderful review - the moment
首届侨博会精彩回顾
- 二、 2016 Global Entrepreneurs Expo Background
2016侨博会举办背景分析
- 三、 Basic Information of The Global Entrepreneurs Expo in 2016
2016侨博会基本信息
- 四、 2016 Global Entrepreneurs Expo Purpose
2016侨博会办会宗旨
- 五、 2016 Global Entrepreneurs Expo Highlight of planning
2016侨博会亮点策划
- 六、 2016 Global Entrepreneurs Expo General idea
2016侨博会总体思路
- 七、 2016 Global Entrepreneurs Expo Planning arrangements
2016侨博会规划安排
- 八、 2016 Global Entrepreneurs Expo propaganda promotion
2016侨博会宣传推广
- 九、 2016 Global Entrepreneurs Expo Approaches to cooperation
2016侨博会合作方式

PART 1

2015 Global Entrepreneurs Expo wonderful review - the moment
首届侨博会精彩回顾

Attend Leaders 首届侨博会出席领导

Huang Xingguo , Tianjin Municipal Party Committee deputy secretary, Mayor meets with representatives of global entrepreneurs participants
天津市委代理书记、市长黄兴国会见与会华侨华人代表



Duan Chunhua , Tianjin Municipal Government Deputy Mayor visits the exhibition
天津市政府常务副市长段春华视察展会现场



Qiu Yuanping, Director of the State Council Overseas Chinese Affairs Office visits the exhibition
国务院侨办主任裘援平视察展会现场



Important Instructions of National Affairs Office Director

国办主任重要批示

国侨办主任裘援平表示 (Qiu Yuanping, said) :



- ◆ 这次侨博会在中国是第一次，因此参展侨商数量不算多，但是可以初步看到未来有很大发展空间。
- ◆ The Global Entrepreneurs Expo is hold for the first time in China;so the number of participant is not too much.But we can see the great future for development initially
- ◆ 侨博会为天津融入“一带一路”建设打开了思路，进一步拓宽领域，将会形成“一带一路”国际贸易展示平台。
- ◆ The Global Entrepreneurs Expo will become a “One Belt One Road ” international trade show platform which can broaden Tianjin's scope of mind and the field further.It is helpful to Tianjin to fit in the “One Belt One Road ” construction
- ◆ 侨博会抓住了“一带一路”沿线国家名品展销的主题，是侨商发挥作用的很好的切入点。
- ◆ The Global Entrepreneurs Expo seizes the theme of famous brand sales which all goods come from “One Belt One Road Initiative” countries.It is a good entry point for playing a role by global entrepreneurs

2015 Global Entrepreneurs Expo wonderful review - the moment 首届侨博会精彩回顾



30,000m²展出面积, 1.5万种产品

30,000m² exhibition area, 15,000 kinds of products

**47个国家和地区, 500家侨资企业,
1500名侨商参展**

47 countries and regions, 500 global enterprises, 1500
global entrepreneurs

30.5万人参观购物、洽谈合作

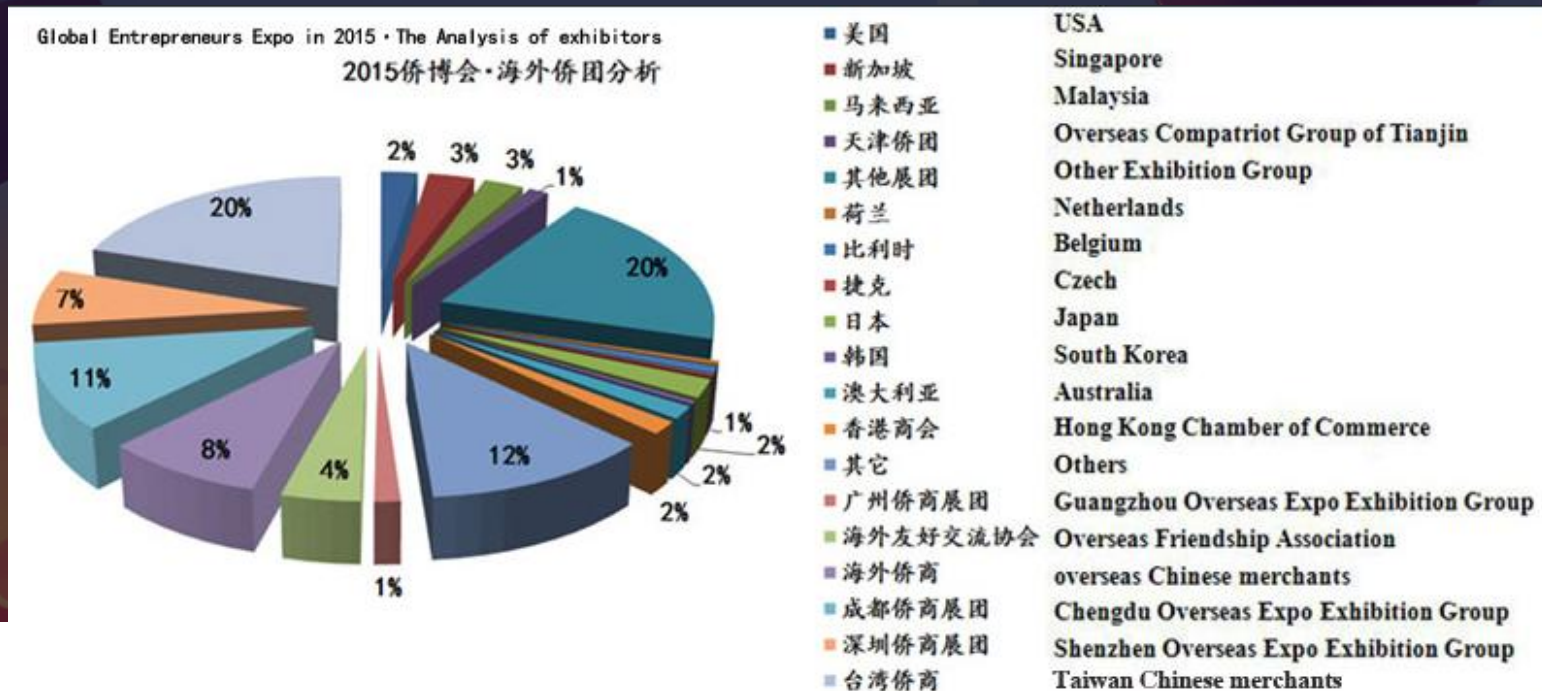
305,000 people come to visit and shopping, seek the
opportunity to cooperate



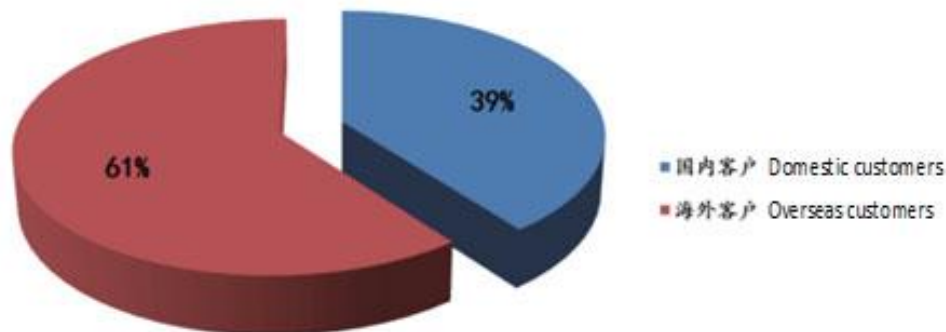
The Analysis of Merchants 首届侨博会客商分析

7

Global Entrepreneurs Expo exhibitors mainly from Singapore, Indonesia, Malaysia, the United States, Japan, Australia, as well as Hong Kong, China, Chengdu, Guangzhou, Shenzhen etc. And more and more enterprises in other countries and regions want to join in the Overseas Expo.



2015侨博会·国内客户与海外客户比例
domestic customers and overseas customers



本届侨博会参展商主要来自于新加坡、印尼、马来西亚、美国、日本、澳大利亚等国家，以及中国香港、成都、广州、深圳等地区，其他国家和地区企业的参展趋势也在持续增长。

PART 2

2016 Global Entrepreneurs Expo Background
2016侨博会举办背景分析

Location advantage of Tianjin

天津区位优势

5 major historical opportunities for development!
5个重大历史发展机遇！

To promote the coordinated
development of Beijing-Tianjin-Hebei
推动京津冀协同发展

To accelerate the development and
opening of Binhai New Area
加快滨海新区开发开放

To construct the Free Economic Zone
建设自由贸易园区

Construction obey One Belt One
Road Initiative
“一带一路”建设

To construct the National Innovation
Demonstration Zone
建设国家自主创新示范区



Background

2016侨博会举办背景分析

从国际合作的“一带一路”，到国家战略的京津冀一体化，再到辐射环渤海的天津自贸区，从宏观到中观到微观，2015年的中国乃至世界经济协奏曲中，天津成为不可缺少的音符。

扮演好制度创新高地、转型升级新引擎、开放经济新动力、区域协同新起点、“一带一路”新支点的复杂时代角色，既是国家对天津的战略期待，也是天津这座城市必须完成的答案。

依托天津港的区位优势，以及自贸区通关便利化和贸易便利化，4月21日，天津自贸区揭牌，作为中国北方唯一的自贸区，天津自贸区被寄予厚望。

为了充分发挥天津在“一带一路”建设中的聚集作用，2015年6月19-23日，由天津市政府和国务院侨办共同主办的第七届中国·天津华侨华人创业发展洽谈会成功举行。

“侨洽会”、“侨博会”得到市领导及国侨办领导的高度重视及大力指导支持，通过“侨洽会”，把天津的叠加发展机遇推介出去，同时也把更多的华侨华人高层次人才和项目进入津门，共同参与国家重大战略，助推天津经济社会发展；“侨博会”汇集世界侨商优质产品，充分展示侨资企业形象，搭建了涉侨经贸合作的新平台。

政策

转型

机遇

Background

2016侨博会举办背景分析

From “the Belt and Road Initiative” to Beijing-tianjin-hebei integration strategy more over the Tianjin free trade zone around the bohai sea, from macro to micro, Tianjin has become an indispensable note in China and even the world economy concerto.

Playing a complex role well for Institutional Innovation; transformation and upgrading; regional collaboration and “the Belt and Road Initiative” is not only China’s strategic expectation to Tianjin but also the mission which must be completed by itself.

Tianjin Free Trade Zone inaugurated on April 21, Relying on Tianjin Port geographical advantages, as well as, customs clearance and trade facilitation of free trade zone, Tianjin free trade zone was prized as the only free trade zone in northern China .

In order to give full play to the role of gathering in “the Belt and Road Initiative”, the Seventh China • Tianjin Overseas Chinese Entrepreneurship Development Workshop was held successfully by the Tianjin Municipal Government and the State Council Overseas Chinese Affairs Office during 19-23 June 2015.

Leaders of Municipal Committee and Overseas Chinese Affairs Office pay high attention and give strong support and guidance to the “EDW” and “GEE”. Through the “EDW”, recommending development opportunities of Tianjin to the world at the same time taking more and more high-level talents and items to Tianjin. Taking part in national major strategy together. Making contributions to Tianjin’s economic and social development. The “GEE” brings high-quality products together, and displays the image of overseas Chinese enterprises fully what’s more builds a new platform of economic and trade cooperation which overseas Chinese are involved.

Policy

Transformation

Opportunity

Who join us

2016侨博会辐射国家和地区

Exhibitors are all over the world. Gathered in Malaysia, Japan, Singapore, Germany, France, the Netherlands, Belgium, Australia, South Africa and Hong Kong 47 "One Belt One Road " countries and regions and more than 500 global enterprises to participate in.

参展商遍布世界各地。聚集了马来西亚、日本、新加坡、德国、法国、荷兰、比利时、澳大利亚、南非和香港等47个“一带一路”沿线国家和地区的500余家侨资企业。




PART 3

Basic Information of The Global Entrepreneurs Expo in 2016
2016侨博会基本信息

Organizer&Contractor

2016侨博会主办和承办单位



❖ **主办单位**：天津市人民政府侨务办公室、中国侨商投资企业协会、中国国际贸易促进委员会天津分会、天津市海外交流协会、今晚传媒集团

❖ **Organizer**: The Overseas Chinese Affairs Office of Tianjin Municipal People's Government; China Overseas Chinese Entrepreneurs Association; China Council for the Promotion of International Trade Tianjin Sub-council; Tianjin Overseas Exchange Association; JINWAN Media Group.

❖ **承办单位**：天津市侨商会、天津滨海创智科技咨询有限公司

❖ **Contractor**: Tianjin Overseas Chinese Chamber of Commerce; Tianjin Inno-Tech Consulting Co. Ltd.

Where&When

2016侨博会举办时间

- ❖ 展会名称：2016天津·世界侨商名品博览会
- ❖ 2016Tianjin-world Famous Brand of Global Entrepreneurs Expo
- ❖ 展会主题：搭建侨商名品交易平台 促进“一带一路”经贸合作
- ❖ Building a trading platform of Famous Brand of Global Entrepreneurs Promoting economic and trade cooperation of "One Belt One Road"
- ❖ 时 间：2016年8月26-29日
- ❖ 26-29 August 2016
- ❖ 地 点：天津梅江会展中心（天津市西青区友谊南路18号）
- ❖ Tianjin Meijiang Convention And Exhibition Center
- ❖ 展出面积：3万平方米
- ❖ 30000 square meters



PART 4

2016 Global Entrepreneurs Expo Purpose
2016侨博会办会宗旨

Purpose

2016侨博会办会宗旨

Make the Change, This Time!
这一次，不同以往！



×

- Reject ineffective propaganda
- 拒绝无效果的宣传

×

- Avoid fruitless impressions
- 避免无结果的展示

×

- Abandon fruitless cooperation
- 摒弃无成果的合作

PART 5

2016 Global Entrepreneurs Expo Highlight of planning
2016侨博会亮点策划

Highlight of planning

2016侨博会亮点策划

全媒体跟踪报道。通过电视台、广播电台、门户网站、微博微信公众号、平面媒体及海外华文媒体，对“侨博会”进行多角度、全方位立体宣传报道。

组织文化交流活动。以独具特色的侨务文化元素为纽带，开展绘画、演出等文艺活动，加深海外华侨华人与市民情感交流。

举办采购洽谈会。安排参展商与各地采购商进行一对一采购 洽谈对接，建立参展商 与电商合作平台，拓展销售市场。



设立科技创新展示区。集中展示华侨华人科技创新成果，推动万侨创新，促进转型升级。

举办专题论坛。围绕服务“一带一路”战略，释放自贸试验区、跨境电商试点城市政策红利，开展专题研讨。

Highlight of planning 2016侨博会亮点策划

The full media tracking reports. Through TV, radio, internet, Wechat/Weibo public number, newspaper, and autoevolution media, multi angle, full range of three-dimensional propaganda promotion would be carried out.

To hold the procurement fair. It facilitates the arrangements for exhibitors and buyers to purchase a pair of procurement negotiations matchmaking Taking advantage of cross-border e-commerce comprehensive experimental zone. Promoting cooperation between the exhibitors and e-commerce enterprises.

The cultural exchange activities. The unique characteristics of the global entrepreneurs cultural elements as a link carry out painting, performances and other cultural activities; enhance the global entrepreneurs and citizens of emotional communication.



Setting up the scientific and technological innovation exhibition area. Concentrated display of global entrepreneurs science and technology innovation, promoting global entrepreneurs innovation, promoting the transformation and upgrading .

Holding special forum around “One Belt One Road” strategy, setting policy dividends from free trade zone, cross-border E-commerce pilot cities, carrying out special seminars.

PART 6

2016 Global Entrepreneurs Expo General idea
2016侨博会总体思路

General idea2016

侨博会总体思路

Brand trade
activities involving
Overseas Chinese is
led by Overseas
Chinese Affair
Department
侨务部门主导的
涉侨经贸品牌活动



Build a trade
platform of
“the Belt and Road
Initiative” which
overseas Chinese
are involved in north
打造北方“一带一路”
侨商贸易交易平台

The scale of “GEE” will continue to expand this time. The Expo is expected to show an area of 30000 square meters, planning booth 800, set up 4 exhibition halls. Gathered in 50 countries to participate in, The products are more copiously than first time. And we also add overseas Chinese professional scientific and technological R & D show; continue to increase the binding of economy; trade and culture, on the other hand, a few activities will be held during the Expo such as the theme forum; the cultural exchange activities; the procurement fair. Arrangements for exhibitors and buyers to purchase a pair of a procurement negotiations docking; etc. As a good platform to expand the north market for overseas Chinese; we hope more overseas Chinese can join us. Let's try our best to build the Expo. Making it become a trade platform along “the Belt and Road Initiative”

此次“侨博会”规模将继续扩大，计划布展面积3万平方米，规划4个展馆，800个展位，参展国家达到50多个，产品将比第一届更富多样化。并增加海外华人华侨专业科技产品研发展示，继续加大经贸和文化的结合，期间还将举办主题论坛、文化交流、产品推介及参展商与采购商洽谈对接等活动，2016“侨博会”作为海外侨商专业人士开拓北方市场非常好的平台展示，为了使更多侨商积极参加，努力把“侨博会”打造成“一带一路”沿线国际贸易展示平台。

PART 7

2016 Global Entrepreneurs Expo Planning arrangements
2016侨博会规划安排

Planning arrangements

2016侨博会规划安排

N1

休闲生活馆

主题展区

形象展示区、时尚百货区、智慧农业区、风情小吃区、家居生活区、休闲食品区

展品范围

进口食品、保健食品、预包装食品、酒水饮料、农副产品、特色小吃、家居用品、美容美体等

N2

世界名品馆

主题展区

形象展示区、异域风情区、进口名品区、科技环保区、艺品收藏区、名车展示区

展品范围

海外特色产品、高新科技电子产品、艺品收藏、古典家具、各地名茶、瓷艺精品、首饰珍宝、平行进口汽车展示等

N3

民俗精粹馆

展品范围

民俗用品、手工艺品、珠宝首饰、地方特色产品等

N4

创客体验馆

主题展区

艺术交流区、非遗文化区、金融理财区、采购洽谈区

Planning arrangements

2016侨博会规划安排

N1

**Leisure Living
Museum**

Theme Pavilion

Image Display Area; Fashional Department
Stores Area; Intelligent Agricultural Area;
Special Snack Area; Home Living Area;
Leisure Food Area.

Include

Imported Food; Health Food; Pre-packaged
Food; Drinks; Agricultural Products; Snacks;
Household Items; Beauty Products.etc

N2

**World Famous
Brand Museum**

Theme Pavilion

Image Display Area; Exotic Area;
Imported Famous Brand Area;
Environmental Technology Area; Arts and
Crafts Collection Area; Famous Cars Area

Include

Overseas Specialty Products; High-tech
Electronic Products; Art Collections;
Antique Furniture; Famous Tea; Porcelain
Jewelry Treasures; Import Car.etc

N3

**Folk Highlights
Museum**

Theme Pavilion

Folk Supplies; Arts and
Crafts; Jewelry and Other
Local Specialty Products.etc

N4

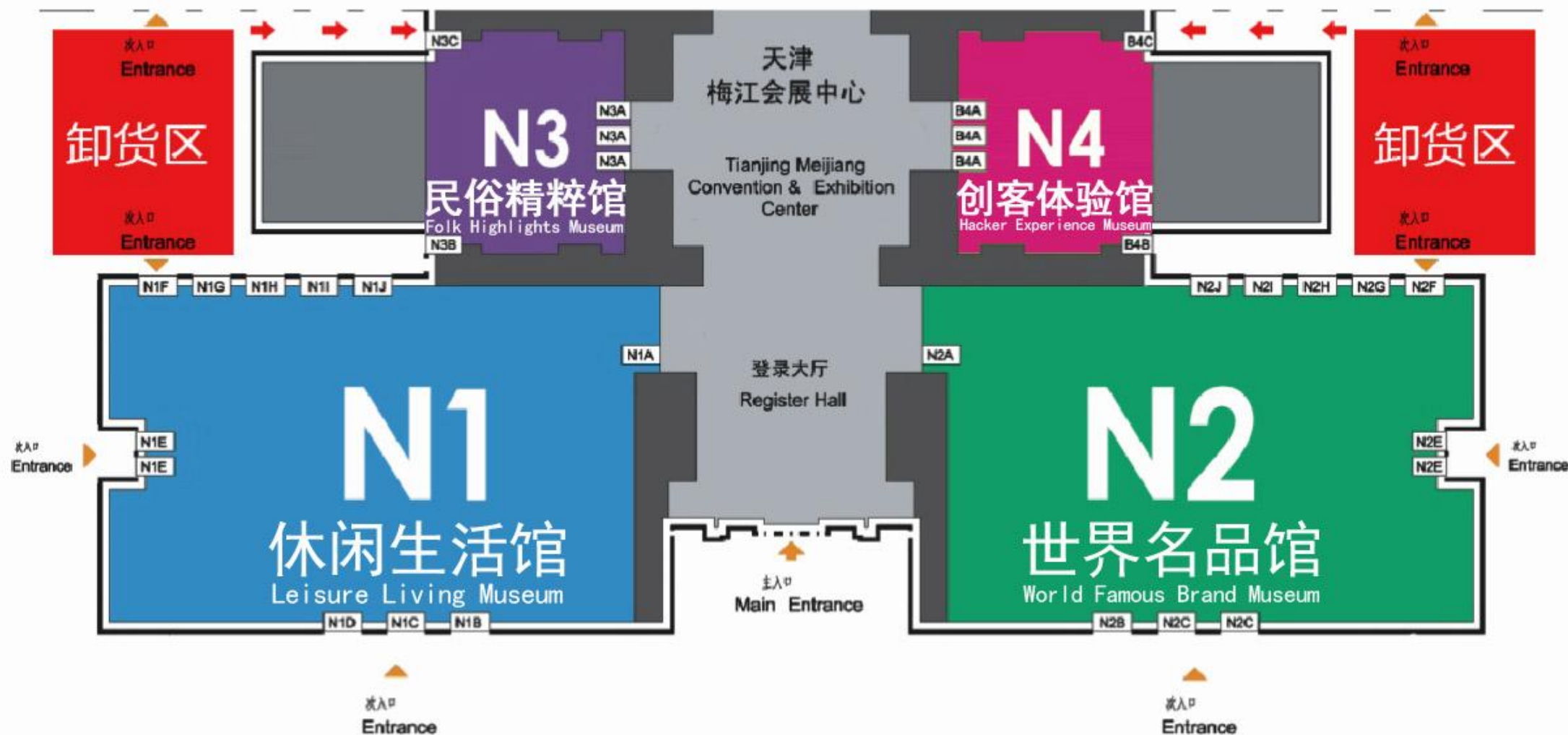
**Hacker Experience
Museum**

Theme Pavilion

Art Exchange Area;
Non-heritage Cultural
Area; Financial Planning Area;
procurement discussion Area

Pavilion distribution

2016侨博会展馆布局展示



PART 8

2016 Global Entrepreneurs Expo propaganda promotion
2016侨博会宣传推广

Promotional channels

2016侨博会宣传渠道



Promotional channels

2016侨博会宣传渠道



The full media tracking reports

2016侨博会媒体支持单位

今晚报®



天津日报



中国经济导报
China Economic Herald



Through Tianjin TV, radio, newspaper, internet, Wechat/Weibo public number, outdoor advertising, China News Service and autoevolution media, multi angle, full range of three-dimensional propaganda promotion would be carried out.

通过天津电视台、电台、印刷媒体、门户网站、微博微信公共账号、户外广告等主流媒体，中新社等中央新闻媒体及海外华文媒体进行报道，对侨博会进行多角度、全方位推介宣传和跟踪报道。

Official channel promotion

2016侨博会官方渠道推广



侨博会微信公众平台
Wechat official public platform



更多详情请登录我们大会官网：
For more details, please visit our website:
<http://qbh.tjbhcz.com>

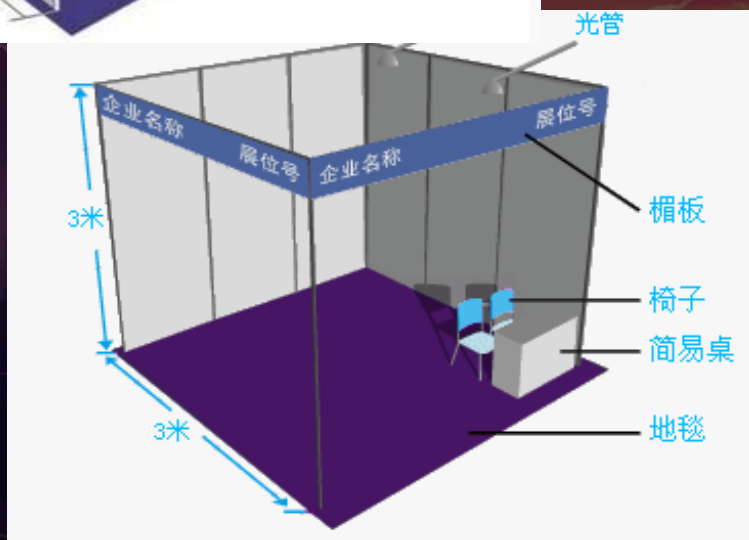


PART 9

2016 Global Entrepreneurs Expo Approaches to cooperation
2016侨博会合作方式

Participation channels

2016侨博会参展渠道



展位类型 Booth type	标准展位 Standard Booth	角标准展位 Corner Standard booth	空地 Space
展位面积 Booth area	9m ²	9m ²	36m ² 起租 36m ² on hire
展位价格 Booth Price	8000元/个 RMB8000/Unit	8800元/个 RMB 8800/Unit	800元/m ² RMB800/m ²

Approaches to cooperation

2016侨博会赞助合作

赞助机会 Sponsorship opportunities	全场冠名赞助机会 Full title sponsorship opportunity	RMB 1,000,000
	至尊级赞助机会 Extreme level sponsorship opportunity	RMB 500,000
	荣耀级赞助机会 Glory level sponsorship opportunity	RMB 300,000
	大会现场赞助机会 Site sponsorship opportunity	冠名招待晚宴、提供晚宴酒水、大会用提袋、工作人员服装、大会用瓶装水等 Title reception dinner, offer dinner drinks, bags, staff clothing, bottled water
广告 Advertising	所有参展商均有在大会会刊、场馆室内户外投放广告的机会。 All exhibitors have the opportunities to advertise in “Global Entrepreneurs Expo” journal, indoor and outdoor advertising as well.	

赞助回报及广告详情
请与大会
组委会办公室联系
Sponsorship benefits and
advertising information,
please contact the
organizing committee office



Hot line

2016侨博会合作热线

2016天津·世界侨商名品博览会组委会办公室

2016 Tianjin-world Famous Brand of Global Entrepreneurs Expo
Organizing Committee Office

地址：天津市南开区南京路358号今晚传媒大厦1006室

Address: Room 1006 Jinwan Media Building , Nanjing Road No.
358 , Nankai District Tianjin

招商热线(Hotline): (+86)22 2750 9472 (+86)157 1020 7096

邮箱(E-mail): CZ_exhibition@126.com 15710207096@126.com

网址(Website): <http://qbh.tjbhcz.com>



侨博会微信公众平台
Wechat official public platform



THANKS FOR YOUR ATTENTION

天津滨海创智科技咨询有限公司
Tianjin Inno-Tech Consulting Co. Ltd.