

臻选优品  
选购全球



# 青岛进口展 IMPORT FAIR

中国(青岛)国际进口消费品博览会

China (Qingdao) International Import Consumer Goods Fair 2020

同期举办:2020青岛国际进口葡萄酒精品展

Concurrent event: Qingdao International Imported Wine Exhibition

2020年12月18-20日  
18-20 Dec. 2020

中国·青岛世界博览城

China Qingdao Cosmopolitan Exposition



JUNSHENG

# 20,000m<sup>2</sup>

展览面积  
Exhibition Area

# 600+

参展企业  
Exhibitors

# 50,000+

观展人次  
Professional Buyers

# 40+

论坛活动  
Activity Business Forum



青岛进口消费品博览会是进口日用消费品的专业交易合作平台。为进一步响应国家“一带一路”倡议，积极推进山东省自由贸易试验区建设，加快构建高水平对外开放新格局。2020青岛国际进口消费品博览会将于12月在青岛举办，本届展会紧扣“一带一路”合作倡议，协力东北亚进口产业优势，致力打造为中国进口日用消费品标杆展会，扩大互利共赢生态圈，为世界各国经济繁荣发展做出新贡献。

2020青岛进口消费品展是国外日用消费品进入中国市场的首选展贸平台之一，展会以“臻选优品·选购全球”为主题，展览面积20000平方米，参展企业及产品丰富，设置进口食品、进口日用品等多个主题展区，将有来自40个国家和地区的600余家企业和机构参展，预计吸引超50000专业观众莅临参观采购。

展会期间将举办多场经贸交流活动，为专业采购商和品牌企业提供精准对接与交流合作平台。同时，展会现场还将组织多国风情舞蹈表演、红酒品鉴会、国际美食节、“一带一路”沿线国家特色商品展示等丰富的互动活动。

China (Qingdao) International Import Consumer Goods Fair 2020 is a professional trading platform for the imported consumer goods. It will be held in Qingdao in December to further response to the Belt and Road Initiative, actively promote the Pilot Free Trade Zone of Shandong province as well as to accelerate the construction of a new pattern of high-level opening-up. Closely following the belt and road cooperation initiative, working together with the advantages of Northeast Asia's import industry, it strives to build the benchmarking fair for the imported consumer goods of China, so as to expand the win-win ecological circle, and make new contributions to the economic prosperity and development of all countries in the world.

This fair would be a preferred platform for overseas consumer goods that want to enter the Chinese market. With the theme of "Enjoy shopping with selected global goods", it has 20000 square meter exhibition area and a rich coverage in enterprises and products with a variety of categories like imported foods and imported consumer goods. More than 600 enterprises and institutions from 40 countries and regions will participate in the fair, which is expected to attract over 50,000 professional visitors to visit and purchase.

During the exhibition, many economic and trade exchange activities and themed-forums will be held, which will provide the platform for professional purchasers and exhibitors to have precise matching and cooperation. At the same time, there will be some interactive activities on the site of exhibition like multinational dance performance, wine tasting, international food festival, featured goods display from countries along the Belt and Road.



## 创新消费新趋势

Create new models for consumption

### 社群集采

覆盖全青岛，创造新需求、顺应消费新趋势，利用社群力量，促进并提高展会成交。

### 线上直播带货

线上展会、直播观展、网上商贸等一系列新模式，将竭尽全力为展商买家服务，建立高效贸易平台，打破空间限制，创新消费新潮流，为双方创造价值。

### Group purchasing of communities

Following the new trend of consumption, this model will create new demand with the full coverage in Qingdao to make exhibitors receive more orders with the strength of communities.

### Online livestreaming with goods selling

Through a series of new models like online exhibition, live exhibition visiting, online trading, we will make every effort to provide good services for exhibitors and buyers and establish an efficient trade platform that breaks the limit of space, so as to bring forth new trends for consumption and create the value for both parties.



## 地域优势

着眼全球最具潜力市场—中国，坐拥开放发展城市—青岛，中国东部沿海重要的经济、文化中心，是中国面向世界的重要区域性经济中心和外贸口岸。作为“一带一路”倡议中新亚欧大陆桥经济走廊的主要节点和海上合作的战略支点城市，近年来，青岛在扩大对外开放合作方面取得令人瞩目的成就。青岛将利用自身的创新活力和经济影响力，努力发挥自身优势，服务国家战略，在更大范围、更广领域、更高层次，开放合作、共享世界经济。

## 国际化领先

展会吸引大批进口品牌企业积极参与，开放合作、融合互动、共话商机，预计将有来自超40个国际及地区的产品品牌参会，展品涵盖进口多领域产业；

## 专业组展团队倾力打造优质行业盛会

专业会展策划精英，全方位立体宣传推广，专业买家倾力邀约，旨在缔造行业最具效果专业盛会，各省协会组团参与，使展会规模及效果更上一层楼。

## Geographical advantage

China is the most promising market in the world and Qingdao is also an open city which is the important central city and foreign trade port in the eastern coastal regions of China. As the major joint of New Eurasian Land Bridge Economic Corridor and the strategic city for maritime cooperation of the Belt and Road Initiative, Qingdao has made remarkable achievements in expanding opening up and cooperation in recent years. With the innovative vitality and economic influence, Qingdao will make full use of its own advantages, serving the national strategic goals, so as to achieve opening up and cooperation as well as worldwide sharing economy on a larger scale, in a wider range and at a higher level.

## Leading in internationalization

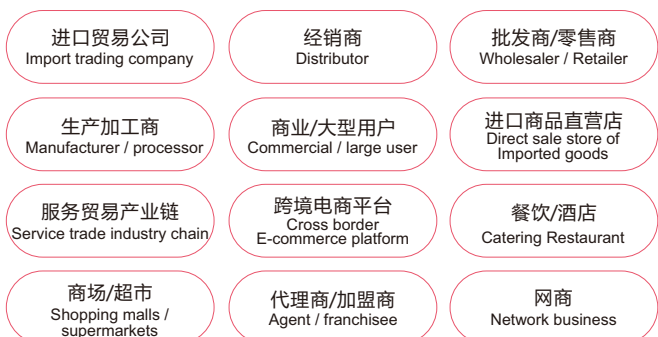
A large number of imported brands are attracted to participate in this fair for seeking business opportunities and cooperation. It is expected that the participated brands will come from more than 40 overseas areas and cover many sectors in import industries.

## Professional exhibition team to create a high-quality industry event

With professional exhibition planning personnel, comprehensive and all-round publicity and promotion, professional invitation for buyers, this fair will create the professional event with fruitful effects, and receive better effect with the strength of group participation of chambers and associations.



## 精准直邀目标买家, 斩获优质合作伙伴 PROFESSIONAL AUDIENCE ORGANIZATION



**组织渠道：**商协会组织会员，沉淀数据电话邀约，同类展会现场宣发，奔赴山东省内及周边城市进行精准专业采购商邀约，广告投放宣传，线上预登记等。

**邀约范围：**大型食品市场、日化美妆市场、酒水市场、母婴市场及各地专业进口市场等。

### 专业观众服务计划：

大巴车接送服务、采购团福利政策、预登记礼品政策、参与现场商贸供需对接会等。

### Organization channel:

business associations organize their members, collecting data for phone invitation, having publicity on site through similar exhibitions, going on business trips within Shandong Province and surrounding cities to invite precise and professional purchasers, advertisement promotion, online pre-registration etc.

### Invitation scope:

large food market, daily cosmetics market, beverage market, mother and child market and professional import markets.

### Professional visitor service plan:

Bus Shuttle Services, Welfare Policy for Purchasing Delegation, Gift Policy for Pre-registration, Business Supply-Demand Matchmaking Conference etc.



全球考究好物汇集于此，

买家更可以与业界人士现场交流，掌握市场趋势。

The world's finest things come together here.

Buyers can also communicate with the industry on the spot to grasp the market trend.

#### 进口食品展区

Imported Foods

休闲食品、乳制品、母婴食品、精品肉类、水产品、烘焙食品、鲜果蔬菜等；

snack foods, dairy products, baby foods, premium meat, seafood, bakery products, fruits and vegetables

#### 进口酒水饮料展区

Imported Beverages

葡萄酒、啤酒及精酿啤酒、烈酒、清酒、酒配套产品、果汁及果蔬汁饮料、功能性饮品、碳酸饮料、茶饮品、矿泉水、咖啡及配套设备、液态奶等；

wines, beers, spirits, sake, auxiliary products of wine, juice, functional drinks, carbonated drinks, tea drinks, mineral water, coffee and supporting equipment, liquid milk etc.;

#### 进口家居用品展区

Imported Household Goods

小型家用电器、日用百货、餐具、厨具、清洁用具、家居装饰品、家用纺织品、储物产品等；

small household appliances, daily necessities, tableware, kitchenware, cleaning appliances, household decorations, household textiles, storage containers, etc.;

#### 时尚生活展区

Fashion Life

工艺品礼品、珠宝首饰、时尚饰品、儿童玩具、箱包、服装及配件等；

crafts and gifts, jewelry, fashion accessories, toys, bags and suitcases, clothing and accessories etc.;

#### 美妆日化展区

Cosmetics

香水、化妆品、洗发水、沐浴露等个人护理用品，医美产品，美发产品及仪器、美甲产品及配件

Perfume, cosmetics, shampoo, shower gel and other personal care products, medical beauty products, hair products and instruments, nail products and accessories etc.;

#### 跨境电商展区

Cross-Border Electronic Commerce

各大跨境电商平台及各种相关配套服务；

Major cross-border e-commerce platforms and related supporting services

#### 服务贸易配套

International Services and Trade

进口代理公司、物流服务、跨境服务、金融服务等；

Import agency company, logistics, cross-border services, bank services, travel agency, overseas study, overseas medical treatment etc.

#### 青岛友好城市展区

Exhibition Area for Sister-city of Qingdao

青岛已与全球41个国家76个城市签约友好城市，为促进与友好城市的合作与交流，特邀请多个友好城市参与，宣传各城市文化与经济，促进更多合作机会。

Several sister cities are specially invited to participate in this expo so as to publicize their cultures and economies and get more business opportunities.



## 全方位媒体宣传，多渠道专业观众邀约

All-round media publicity and multi-channel invitation for professional visitors

贯彻“多频次、高质量、广覆盖”整体传播的投放策略，在宣传中合理运用线上线下资源，将传统媒体与互联网新媒体进行有效整合，全面渗透特定人群。

Carry Out The Strategy of "multi Frequency, High Quality and Wide Coverage" Overall Promotion, Reasonably Use Online and Offline Resources In Publicity, Effectively Integrate Traditional Media and New Internet Media, and Fully Penetrate Specific Groups.

**户外广告**（地铁广告、公交广告、社区楼宇广告、户外网架喷绘广告）

**大众媒体**（省/市级电视广告、现场媒体采访报道）

**专业/行业媒体**（100余家行业媒体广告发布、商协会广告推广）

**新媒体**（官方媒体矩阵、微信大V号广告发布、抖音广告、朋友圈广告等）

**网络媒体**（腾讯、优酷、爱奇艺、新浪、百度、今日头条等）

**OUTDOOR ADVERTISING** (subway advertising, public Transportation Advertising, Community Advertising, outdoor Advertising)

**MASS MEDIA** (provincial / municipal and TV advertisements, on-site media interviews and reports)

**PROFESSIONAL / INDUSTRY MEDIA** (100 industry media advertisement release, commercial association advertisement promotion)

**NEW MEDIA** (official media matrix, Article advertising from wechat certified accounts, Ad in Tik Tok app, Wechat moment ads, etc.)

**ONLINE MEDIA** (Tencent, Youku, iqiyi, Sina, Baidu, today's headlines, etc.)

### A 基础价格

#### BASE PRICE

#### 光地展位

- 供参展商或展团自行设计搭建大型展位
- 36平方米起订
- 特装管理费20元/平方米

优越区 700元/m<sup>2</sup>

标准区 600元/m<sup>2</sup>



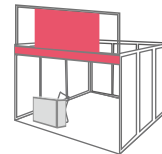
#### 标准展位 (角位加500元)

- 展板、公司名称楣板
- 咨询桌1张、椅子2把
- 电源插座、长臂射灯2盏、地毯

优越区 7000元/9m<sup>2</sup>

标准区 6000元/9m<sup>2</sup>

普通区 5000元/9m<sup>2</sup>



#### Space Only

USD 180/ 1sqm (Minimum 36sqm)

Bare floor space is ideal for large exhibitors or national groups who want to build their own stands.

#### Standard Booth

USD 2000/ 9sqm

walls, lintel with company name,  
1 Counter/2 Chairs, Power socket, Carpet.

### B 综合套餐

#### COMPREHENSIVE PACKAGE

- 多种套餐为您提供量身定制的品牌形象推广方案，完整覆盖展会筹办及举办阶段
- 全方位宣传您的品牌及产品，享受更超值的参展体验
- 以最小投入赢得最大回报
- A Variety Of Packages Provide You With A Customized Brand Image Promotion Scheme, Which Completely Covers The Preparation And Holding Stage Of The Exhibition.
- Promote Your Brand And Products In An All-round Way And Enjoy A More Valuable Exhibition Experience
- Win Maximum Return With Minimum Investment

#### 套餐方案一

标准区9平米展位1个  
1P会刊整版彩色广告  
贵公司简介及产品信息介绍列入会刊  
1P参观指南整版彩色广告  
1次官方微信推荐  
5000份参观券直达专业观众

1 stand of 9 square meters in standard area  
1p full page color advertisement  
Your company profile and product information are listed in the Journal  
1p tour guide full page color ad  
1 official wechat recommendation  
5000 tickets to professional visitors

Original Price  
原价: RMB 13,000

套餐价  
Package Price  
**RMB 8,000**

#### 套餐方案二

36平米光地展位  
2P会刊整版彩色广告  
户外显要位置广告牌1个 (4\*6m)  
贵公司简介及产品介绍列入会刊  
展会官网logo展示并链接贵公司网站  
1P参观指南整版彩色广告  
2次官方微信推荐  
10000份参观券直达专业观众

36m<sup>2</sup> bare space  
2p full page color advertisement  
1 billboard (4 \* 6m) at outdoor prominent position  
Your company profile and product introduction are listed in the Journal  
Logo display and link to your company's website  
1p tour guide full page color ad  
2 official wechat recommendations  
10000 tickets to professional visitors

Original Price  
原价: RMB 46,600

套餐价  
Package Price  
**RMB 30,000**



**主办单位:**

中国国际商会山东商会

中国食品工业协会营养指导工作委员会

**承办单位:**

山东省贸促会贸易投资服务中心

青岛骏晟国际会展有限公司

**HOSTS:**

Shandong Branch of China Chamber of International Commerce

Advisory Committee on Nutrition Guidance of China National Food Industry Association

**ORGANIZERS:**

Trade And Investment Service Center of Shandong Council For The Promotion  
of International Trade

Qingdao Junsheng International Exhibition Co., Ltd.



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**青岛骏晟国际会展有限公司**

QINGDAO JUNSHENG INTERNATIONAL EXHIBITIONS CO.,LTD.

地址: 青岛市崂山区秦岭路19号协信中心3号楼18层

Add: Room 1807, No.19 Qinling Road Laoshan District, Qingdao, China

电话/Tel: +86 532-55716000

网站/Web: [www.qiiechina.com](http://www.qiiechina.com)

邮箱/E-mail: [js@junshenghuizhan.com](mailto:js@junshenghuizhan.com)



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