



THE 12TH IMPORT EXPORT EXPO-ZHUHAI-ZHONGSHAN-JIANGMEN-YANGJIANG

◆ 江门·广东珠西国际会展中心



潮玩珠中江·邑起享悦购

展会宗旨

EXHIBITION PURPOSE

为认真贯彻落实《国务院办公厅关于支持出口产品转内销的实施意见》、广东省政府商务厅《广东省加快发展流通促进商业消费政策措施》和《关于推动贸易高质量发展的行动方案》的相关要求，广东省政府工作报告关于“开展粤贸全国计划”的部署。作为我省“粤贸全国”系列展会和名优出口产品及优质进口商品的重要贸易平台，第十二届珠中江进出口商品展览会（简称：珠中江商展会）拟于2022年12月31日-2023年1月4日在广东珠西国际会展中心举办。

To seriously implement The General Office of the State Council about support the implementation of the export product certificates of opinions ", the guangdong provincial government department of commerce of guangdong province to speed up the development of current policy measures to promote business spending "and" about action plan "to promote the development of trade in high quality, the requirements of the relevant provincial government work report about the" guangdong trade plan "of the country's deployment. As an important trade platform for "Guangdong Trade Nationwide" series exhibitions and famous export products and high-quality imported commodities in our province, the 12th Zhuhai Zhongjiang Import and Export Commodities Fair (hereinafter referred to as "Zhuhai Zhongjiang Trade Fair") is planned to be held in Guangdong Zhuxi International Convention and Exhibition Center from January 31, 2022 to January 4, 2023.



往届回顾

PAST REVIEW

第十一届珠中江进出口商品展销会是由珠海市进出口商会、中国国际商会中山商会、江门市进出口商会主办，广东跨采展览有限公司承办。展会首次从五邑华侨广场移师广东珠西国际会展中心举办，综合展示面积达15000平方米，设置4大主题展区，有来自25个国家的250家展商精彩亮相，500余展位迎来送往、上万种展品悉数登场，连续三场同期主题活动举办下来，前来参观观众近30万人次，现场成交额8000多万元，达成意向订单额5000多万元。

The 11TH ZHUHAI ZHONGJIANG IMPORT AND EXPORT COMMODITIES FAIR IS SPONSORED BY ZHUHAI CHAMBER OF COMMERCE FOR IMPORT AND EXPORT, China CHAMBER OF INTERNATIONAL COMMERCE ZHONGSHAN CHAMBER OF COMMERCE, JIANGMEN CHAMBER OF COMMERCE FOR IMPORT AND EXPORT, AND UNDERTAKEN BY GUANGDONG QIANCAI EXHIBITION CO., LTD. Exhibition for the first time from wuyi square to the guangdong overseas Chinese bead west international conference and exhibition center, comprehensive display area of 15000 square meters, set up four large display area, there are 250 exhibitors from 25 countries wonderful appearance, more than 500 booths and out, tens of thousands of kinds of exhibits stirring, three consecutive year theme activities held down, to visit the audience of nearly 300000 person-time, The turnover of the site is more than 80 million yuan, and the intended order amount is more than 50 million yuan.



展会优势与亮点

HIGHLIGHTS OF THE EXHIBITION

成熟品牌、湾区盛会

Mature brand, grand event in the Bay Area

珠中江进出口商品展销会始于2010年，已成功举办十一届，树立了“珠西第一展”的良好品牌形象，成为促进粤港澳大湾区国际经贸合作交流的重要品牌盛会。



侨心侨力、全球共享

Overseas Chinese heart, overseas power, global sharing

江门，因侨而立、因侨而兴；祖籍江门的侨胞约有400多万，遍布全球107个国家和地区，拥有丰富的侨资源。本次展会同期设置“中国侨商品专题展”，旨在加强与“RCEP”国家和“一带一路”沿线国家地区的经贸合作，扩大展会的国际影响力。



专业论坛、专业采购

Professional forum, professional procurement

展会承办方将利用每年在全国执行承办大型综合类及进口类展会的资源优势，以及广交会逾50万的采购商资源，组织邀请专业对口采购商、投资商赴会交流洽谈，举办多场高规格论坛活动和采购对接活动。



省市共办、多地联动

Co-organized by provinces and cities, multi-regional linkage

本次展会由省进出口商会、省跨境商品贸易协会和珠海、中山、江门、阳江多地商会联合办展，吸引除珠中江阳四市以外广州、东莞、佛山、深圳、湛江、香港、澳门、贵阳等多城市组团参与，有效促进多地经贸合作交流，巡回办展。



聚焦新经济、助力双循环

Focus on new economy and help double cycle

本展会助力外贸企业出口转内销，届时将邀请国内知名电商平台和省内大型连锁商超、销售渠道商等作为专业采购商参与采购洽谈。加快推进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。



线上线下、立体展呈

Online and offline, three-dimensional exhibition

开通线上展览平台与线下展会结合，与省级电商平台对接，延长展览时效，联手抖音、快手、阿里等电商平台开展跨境和直播立体展呈方式。



展会活动

EXHIBITION ACTIVITIES

- ◆ “第十二届珠中江商展会”开幕典礼
- ◆ 中国江门·RCEP国家产业合作发展论坛
- ◆ 江门市进出口商会2022年度年会
- ◆ “珠中江阳外贸优品”评选及颁奖典礼
- ◆ “侨连天下”新生代华人华侨创业沙龙
- ◆ “珠中江阳”名优企业路演SHOW
- ◆ 第二届江门新式茶饮行业发展论坛
- ◆ 粤港澳（江门）预制菜产业论坛
- ◆ 中国（江门）国际咖啡产业交流会
- ◆ 第十二届珠中江进出口商品展览会网红直播节





宣传推广及买家组织

PROMOTION AND BUYER ORGANIZATION

展会前期将邀请20多家知名电视台、电台、主流报媒强势宣传，进行全面立体组织报道，整体宣传推广，超过2000万人口覆盖率。

In the early stage of the exhibition, more than 20 well-known TV stations, radio stations, and mainstream newspapers will be in comprehensive three-dimensional organization and overall promotion.

02

全国重要门户网站软文投放，包括如下网站：腾讯网、人民网、江门新闻网、江门在线等30家精选主流网站，超过1500次信息发布。

National key portals are distributed in soft texts, including the following websites: 30 selected mainstream websites such as Tencent.com, People.com, Jiangmen News, Jiangmen Online.



01



城市广告如户外广场广告、电梯海报、公交车身广告、公交站牌等多方位宣传保证展会信息有效传达

City advertisements such as outdoor square advertisements, elevator posters, bus body advertisements, bus stop signs and other multi-faceted publicity to ensure the effective transmission of exhibition information.

03



组委会将联合各行业协会，直接邀请组织境内外专业买家。以深耕多年积累的大数据对展商及专业买家资料进行筛选、分析、配对。

The organizing committee will jointly organize various industry associations and directly invite professional buyers from home and abroad. The data of exhibitors and professional buyers will be screened, analyzed and matched with the big data accumulated over many years.

05

强势的新媒体精准投放：抖音短视频广告、西瓜短视频广告、《今日头条》app广告推送、江门本地微信大号推广，直达近5000000粉丝。

Strong new media precision delivery: vibrato short video ads, watermelon short video ads, "Today's headlines" APP ads, Jiangmen local WeChat Promotion.



04



针对性地在展会同期举办主题论坛、专题推介、商务洽谈等同期活动，与展会形成凝聚力，促进多协会领导、行业专家共同参与。

Concurrent events such as theme forums, special presentations, and business talks will be held at the same time as the exhibition to form cohesion with the exhibition and promote the participation of leaders of multiple associations and industry experts.

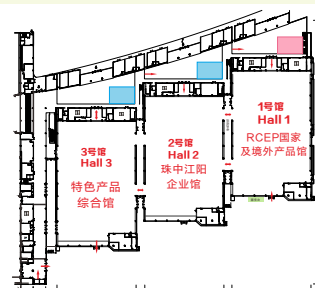


06

展区规划

EXHIBITION AREA

- 1 RCEP国家及境外产品馆**
RCEP National and Foreign Products Pavilion
- 2 珠中江阳企业馆**
Zhuzhong Jiangyang Enterprise Pavilion
- 3 特色产品综合馆**
Special products comprehensive museum



展出范围

EXHIBITION RANGE



潮玩运动

Tide play sports

摩托车运动、摩旅生活方式、滑板、轮滑、飞镖、蹦床、自行车运动等；

motorcycle sports, motorcycle travel lifestyle, skateboard, roller skating, darts, trampoline, bicycle sports, etc.



户外装备

Outdoor equipment

露营帐篷、折叠桌椅、户外炊具、户外装备、垂钓装备、房车及露营基地等；

camping tents, folding tables and chairs, outdoor cooking utensils, outdoor equipment, fishing equipment, RV and camping base, etc.



时尚家居

Fashion life

家居家具、窗帘布艺、床上用品、服饰、鞋帽、箱包、红木家具、厨卫、洗漱用品、净水及空气净化等；

home furniture, curtain fabric, bedding, clothing, shoes and hats, bags, mahogany furniture, kitchen and bathroom, toiletries, water purification and air purification, etc.



医疗健康养生

Health keeping in good health

康复产品、保健产品、中医药康养、美容养颜、智能穿戴、护理用品、智慧医疗、健康管理、健康监测等；

rehabilitation products, health products, traditional Chinese medicine, beauty, nursing products, smart medical treatment, health management, health monitoring, etc.



茶饮、咖啡及酒

Food and wine

新茶饮、茶及茶具、咖啡、陈皮、葡萄酒、白酒、黄酒、饮料及老字号产品等；

new tea drinks, coffee, tangerine peel, tea and tea sets, wine, white wine, rice wine, beverages and time-honored products, etc.



文旅商品

Wen brigade goods

工艺品、刺绣、地毯、石器、木雕、银饰、香料、红木艺术收藏品等；

arts and crafts, embroidery, carpets, stone tools, wood carvings, silver jewelry, spices, mahogany art collection, cultural innovation, handicrafts, etc.



母婴及美妆

Mother and baby Cosmetics

奶粉、母婴用品、洗护用品、儿童服饰、婴儿车、化妆品及器材、美妆产品、保养品等；

milk powder, pregnancy and infant products, toiletries, children's clothes and shoes, infant nutrition products, strollers, cosmetics, beauty products, maintenance products, etc.



生鲜海产及调味品

Fresh seafood and condiments

冰鲜肉、肉丸、禽类、冷冻水产、海鲜干货、速冻食品、调味品、发酵品、配辅料、火锅食材、火锅料等；

chilled meat, meatballs, poultry, frozen aquatic products, dried seafood, frozen food, condiments, fermented products, accessories, hot pot ingredients, hot pot materials, etc.



食品及预制菜

Food and prepared dishes

零食、烘焙、腊味食品、方便食品、预制菜、即食食品、农特产品、奶制品、粮油等；

snacks, bakery, cured food, convenience food, prepared dishes, ready-to-eat food, instant frozen fresh food, agricultural products, dairy products, cereals and oils, etc.



五金家电及日用电子

Hardware home appliances&daily electronics

五金用具、电动工具、小家电、视听设备、家用机器人、智能音箱、手机、电动玩具、节能灯具等；

hardware appliances, power tools, small appliances, audio-visual equipment, household robots, smart speakers, mobile phones, electric toys, energy-saving lamps, etc.

展会收费

THE BOOTH FEE

| | | |
|---|---|--|
| 标准展位 (9m ²) Standard booth (9m ²) | 6800元/个 6800yuan/one |  |
| 展位配置/ Booth configuration | 1 张咨询台、2 把折椅、2 支光源、1 个 220V 电源插座、1 个垃圾篓、公司楣板及展位内地毯。 1 consultation desk, 2 folding chairs, 2 light sources, one 220V power socket, 1 garbage raft, company fascia board and carpet in the booth. | |
| 光地特装 (36m ² 起) Raw space (36m ²) | 680元/m ² 680yuan/m ² |  |
| 展位配置/ Booth configuration | 提供相应空地面积，企业自行搭建 Booth configuration: Provide the corresponding raw space, and the company will build it by itself. | |

会刊/其它广告费用

JOURNAL / OTHER ADVERTISING COSTS

| | |
|-------------------------------|-----------------------------|
| 封面：20000 元 (128*116mm) | 封底：15000 元 (128*116mm) |
| 封二 / 封三：10000 元 (140*210mm) | 门票广告：20000 元 /100000 份 |
| 扉页：5000 元 (140*210mm) | 手提袋广告：10000 元 /2000 个 |
| 彩色内页：2000 元 (140*210mm) | 参展证、参观证广告：10000 元 / 20000 个 |
| 冠名赞助及展会现场户外广告详情请咨询组委会索取资料 | |

日程安排

SCHEDULE

- 布展时间/ Decorate time

2022年12月29-30日 (8:30-17:00)/

December 29-30, 2022, 8:30-17:00
- 展览时间/Exhibition time

2022年12月31-2022年12月31-2023年1月3日 (9:00-18:00)

December 31, 2022 - December 31, 2022 - January 3, 2023 (9:00-18:00)

2023年1月4日 (9:00-16:00)/

January 4th, 2023, 9:00-16:00
- 撤展时间/ Dismantling time

2023年1月4日 16:00/

January 4th, 2023, 16:00





珠中江进出口商品展览会
Zhuzhongjiang Import and Export Commodities Expo

主办单位：

珠海市进出口商会

中山市对外经济贸易企业协会

中国国际商会阳江商会

承办单位：

江门市进出口商会

广东跨采展览有限公司

支持单位：

广东省进出口商会

广东省跨境商品贸易协会

广东省网商协会

广东省食品流通协会

江门市商业协会

江门外商投资企业协会

江门市家用电器进出口商会

江门市箱包皮具业协会

江门市电子商务行业协会

江门市欧创投资服务有限公司

江门市五邑退役军人发展中心

珠中江进出口商品展览会组委会

Organizing Committee of Import & Export fair Zhuhai-Zhongshan-Jiangmen

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珠中江商展会