



# 第十二届珠中江进出口商品展销会

The Twelfth Session Import & Export Fair | Zhuhai-Zhongshan-Jiangmen-Yangjiang

12月<sup>23-27日</sup>  
DECEMBER

江门·广东珠西国际会展中心

## 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  
江门市进出口商会  
中国国际商会阳江商会

## 承办单位

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  
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

## 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》和广东省政府商务厅《广东省加快发展流通促进商业消费政策措施》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。作为名优出口产品和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销会拟于2021年12月23日-27日在广东珠西国际会展中心举办。

In order to conscientiously implement the "Implementation Opinions of the General Office of the State Council on Supporting the Transfer of Exported Products to Domestic Sales" and the relevant requirements of the Guangdong Provincial Government Department of Commerce "Guangdong Province Accelerating the Development of Circulation and Promoting Commercial Consumption Policies and Measures", the Guangdong Provincial Government Work Report on "Developing Guangdong Trade The deployment of the National Plan. As an important trading platform for famous and high-quality export products and high-quality imported goods, the 12th Zhuzhongjiang Import and Export Commodities Fair is planned to be held at the Zhuxi International Convention and Exhibition Center in Guangdong from December 23-27, 2021. Push each other.



## 往届回顾

### PAST REVIEW

第十一届珠中江由珠海市进出口商会、中国国际商会中山商会、江门国际商会主办,广东跨采展览有限公司承办,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,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 Fair was held by Zhuhai Chamber of Commerce of Importers & Exporters, Zhongshan Enterprise Institute of Foreign Trade and Economy, Jiangmen Chamber of International Commerce, and the contractor was Guangdong Kuacai Exhibition Co., Ltd. International Convention and Exhibition Center. Covering an area of 15,000 square meters, 4 major themed exhibition areas were set up, 250 exhibitors from 25 countries appeared wonderfully, more than 500 booths were welcomed and delivered, tens of thousands of exhibits all appeared, and three consecutive theme activities were held at the same time. Come and visit There were nearly 300,000 spectators, more than 80 million yuan of on-site transactions, and more than 50 million intended orders.





## 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

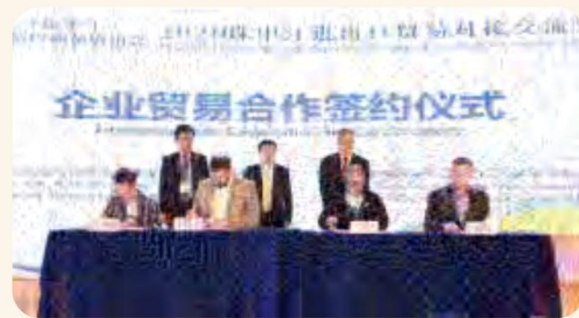
珠中江进出口商品展销会始于 2010 年，已成功举办十一届，树立了“珠西第一展”的良好品牌形象，成为促进粤港澳大湾区国际经贸交流合作的重要品牌盛会。



#### 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、贵阳等多城市组团参与，有效促进多地经贸交流合作，巡回办展；功能完善、配套齐全、设施先进的专业场馆。



#### 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“一带一路”与“RCEP”沿线国家和地区的经贸合作，扩大展会的国际影响力。



#### 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。



#### 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。



#### 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

- ◆ “珠中江商展会”开幕典礼
- ◆ “双循环·新机遇”中小企业发展交流活动
- ◆ 珠中江短视频+直播电商行业交流活动
- ◆ 珠中江跨境电商及海外选品交流会
- ◆ 粤港澳大湾区（江门）城市会展合作发展交流会
- ◆ “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







## 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

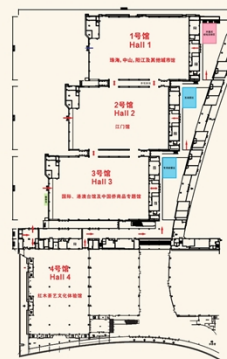
- 1 珠海、中山、阳江及其他城市馆  
Zhuhai, Zhongshan, Yangjiang and other city pavilions
- 2 江门馆  
Jiangmen Pavilion
- 3 国际及港澳台馆、中国侨商品专题展  
International and Hong Kong, Macao and Taiwan Pavilions,  
Chinese Overseas Chinese Commodities Exhibition

- 4 红木茶艺文化体验馆  
Mahogany Tea Art Cultural Experience Hall

会议论坛区

商务洽谈区

美食餐饮区



## 展出范围

### EXHIBITION RANGE



#### 生活用品

Daily necessities

家居、洗漱用品、厨具、净水器、穿戴产品、五金用具等

Household, toiletries, kitchen utensils, water purifiers, wearable products, hardware, etc.



#### 电子类产品

Electronic products

家电、视听设备、家用机器人等消费类电子产品

Consumer electronics such as home appliances, audio-visual equipment, and home robots



#### 食品及酒类

Food and alcohol

酒类、咖啡、茶叶、及各类包装食品

Alcohol, coffee, tea, and all kinds of packaged foods



#### 母婴及健康产品

Maternal and child health products

奶粉、母婴用品、洗护用品、儿童服饰、婴儿车等

Milk powder, maternal and child supplies, toiletries, children's clothing, baby carriages, etc.



#### 美妆及护理产品

Beauty and care products

化妆品及器材、美妆产品、保养品等

Cosmetics and equipment, beauty products, skin care products, etc.



#### 红木茶艺陈皮产品

Mahogany Tea Art Products

古典家具、新古典家具、经典红木艺术收藏品、茗茶名具、六大茶类、茶食、茶保健品、陈皮等

Classical furniture, neo-classical furniture, classic mahogany art collections, famous tea utensils, six major teas, tea food, tea health products, etc.



#### 文化旅游商品

Cultural tourism goods

工艺品、刺绣、地毯、石器、木雕、银饰、香料等

carvings, silver ornaments, spices, etc. Handicrafts, embroidery, carpets, stone-ware, wood



#### 侨特色商品

Overseas Chinese Characteristic Products

华人华侨特色产业及产品, 涵盖科技创新、医疗保健、生活日用、特色文化等。

Chinese and overseas Chinese characteristic industries and products, covering technological innovation, medical care, daily life, characteristic culture, etc.



## 展会收费

### THE BOOTH FEE

标准展位 (9m <sup>2</sup> ) Standard booth (9m <sup>2</sup> )	5800元/个 5800yuan/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 <sup>2</sup> 起) Raw space (36 m <sup>2</sup> )	580元/ m <sup>2</sup> 580yuan/ m <sup>2</sup>	
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 2021年12月21-22日 (8:30-17:00) /	December 21-22, 2021, 8:30-17:00
展览时间/Exhibition time 2021年12月23-26日 (9:00-18:00) / 2021年12月27日 (9:00-16:00) /	December 23-26, 2021, 9:00-18:00 December 27, 2021, 9:00-16:00
撤展时间/ Dismantling time 2021年12月27日 16:00/	December 27, 2021, 16:00







珠中江商展会

WWW.ZZJFAIR.COM

## 珠中江进出口商品展销会组委会

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

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