

### 主题展区 (5 号馆) Themed Exhibition Area-Hall 5

主题展区包括国家展区和温州进口平台展区。

The themed exhibition area includes the national pavilions and the Wenzhou import platform pavilion.



#### 1. 国家展区 National Pavilions

主要展示“一带一路”、欧美、非洲等国家及地区的形象、人文风情及特色商品等。

National Pavilions will mainly display national images, local humanities and specialty commodities from countries and regions along the Belt and Road Initiative and from Europe, America and Africa.

#### 2. 温州进口平台展区 Wenzhou Import Platform Pavilion

以瓯海浙南闽北赣东进口商品展示批零交易中心、瓯江口进口商品保税物流中心、瑞安侨贸小镇、文成欧陆风情街、洞头对台小额贸易点等温州市进口平台为主，展示各进口平台的形象、成果及外商落户的优惠政策等。

The Wenzhou Import Platform Pavilion will show products from O' hai Southern Zhejiang, Northern Fujian & Eastern Jiangxi Import Commodity Display & Retail Center, Rui' an Overseas Chinese Trading Town, O' jiang Estuary Import Commodity Bonded Logistics Center, Wenzhou Wencheng European Style Street, Dongtou Specialized Base for Small Imports from Taiwan and other platforms, and display individual platform' s images, achievements and preferential policies for foreign investors.

## 专题展区（2 号馆、6 号馆） Feature Exhibition Area-Hall 2 & Hall 6

三大专题展区，主要展示各类特色进口商品。

There will be three Feature Exhibition Areas, mainly for displaying various imported specialty products.



### 1. 食品饮料及农产品展区 Food, Beverage and Agricultural Products Exhibition Area

饮料、酒类、乳制品、休闲食品、调味品、甜食、农产品、蔬果、肉制品、水产品、综合食品类等。

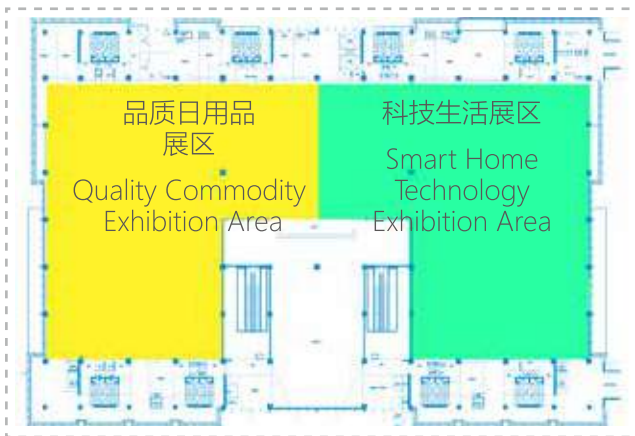
Beverages, alcohols, dairy products, snack foods, condiments, sweets, agricultural products, fruits and vegetables, meat products, aquatic products, general foodstuffs, etc.

### 2. 品质日用品展区

#### Quality Commodity Exhibition Area

美妆日化、母婴用品、体育用品、户外体育及休闲用品、饰品、玩具、礼品及文创产品、家具及家居用品，服装服饰及配件、箱包、鞋、珠宝首饰、钟表、医美产品等。

Cosmetics, daily necessities, baby products, sporting goods, outdoor sports and leisure products, accessories, toys, gifts and cultural and creative products, furniture and household items, clothing and accessories, bags, shoes, jewelry, watches, medical and health products, etc.



6 号馆 Hall 6

### 3. 科技生活展区 Smart Home Technology Exhibition Area

智慧家居、智能家电、生活电器、服务机器人、在线娱乐、可穿戴设备、数码影音、高清显示、运动科技等。  
Smart home appliances, daily life appliances, service robots, online entertainment, wearable devices, digital audio and video systems, high-definition displays, sports technologies, etc.



# 展会规模

## EXHIBITION SCALE

展览面积 **20000m<sup>2</sup>**

Exhibition area **20,000m<sup>2</sup>**

邀请国家（地区） **40 个**起

Over **40** countries and regions invited

邀请约 **400 家** 境内外企业参展

About **400** domestic and foreign enterprises participate

邀请专业买家 **4000 人**起

More than **4,000** business buyers on site

# 展位规格

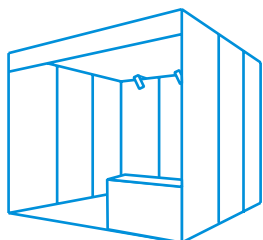
## BOOTH TYPES

### 精品展位

9m<sup>2</sup>, 含国家展区  
精品展位搭建

### Quality Booth

9m<sup>2</sup>/ Quality designed and decorated  
at National Pavilions

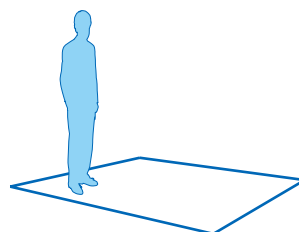


### 标准展位

9m<sup>2</sup>, 含基本展具

### Shell Scheme

9m<sup>2</sup>/ Unit, furnished



### 光地展位

36m<sup>2</sup> 起订

### Space Only

≥ 36m<sup>2</sup>

\* 备注 Notes:

- 1) 具体展位价格请咨询组委会工作人员;  
Please consult the organizing committee for booth rates.
- 2) 所有参展企业的位置由展会主办方统筹安排。  
All booths' locations will be determined by the Organizer.



## 主题论坛 The Theme Forum

举办以“合力扩大对外开放，创新发展国际贸易”主题论坛，暂定时间为9月26日下午14:30-16:30，预计规模200人以上。

The forum themed with "Jointly expanding the opening-up, innovatively developing the international trade" is temporarily scheduled during 14:30-16:30, September 26<sup>th</sup> in Wenzhou, about 200 attendants are expected to attend.

## 经贸交流活动

### Other Economic and Trade Communication Activities

#### A. 行业对接会 Business Matchup Meetings

针对进口食品和日用消费品等行业，通过温州本地和浙江省内行业协会组织境内行业企业与境外参展商对接交流。

The matchup meetings will focus on industries such as imported foods and goods for daily use. The communications between the overseas exhibitors and the local buyers and attendees will be organized through the local associations of Wenzhou and Zhejiang Province.

#### B. 各类推介活动 Multiple Promotion Activities

“一核多点”进口平台在展会现场分别举办推介会，介绍各平台特点和优惠政策，邀请境外参展企业现场对接。设立公共展示区域，供境外政府机构、商协会和各境外参展企业进行推广推介活动。同时，邀请参展商实地参观瓯海、瑞安、瓯江口等地进口平台，吸引境外展商入驻。

The so-called "One core with multiple points" import platforms will host promotion activities during the exhibition to introduce their operation details and preferential policies. Overseas exhibitors will be invited to join the activities. A public show area will be established for overseas government agencies, industry associations and exhibitors to promote their businesses. At the same time, exhibitors will be invited to visit the import platforms at O' hai district, O' jiang district, Rui'an city and etc. to attract overseas exhibitors to settle in.

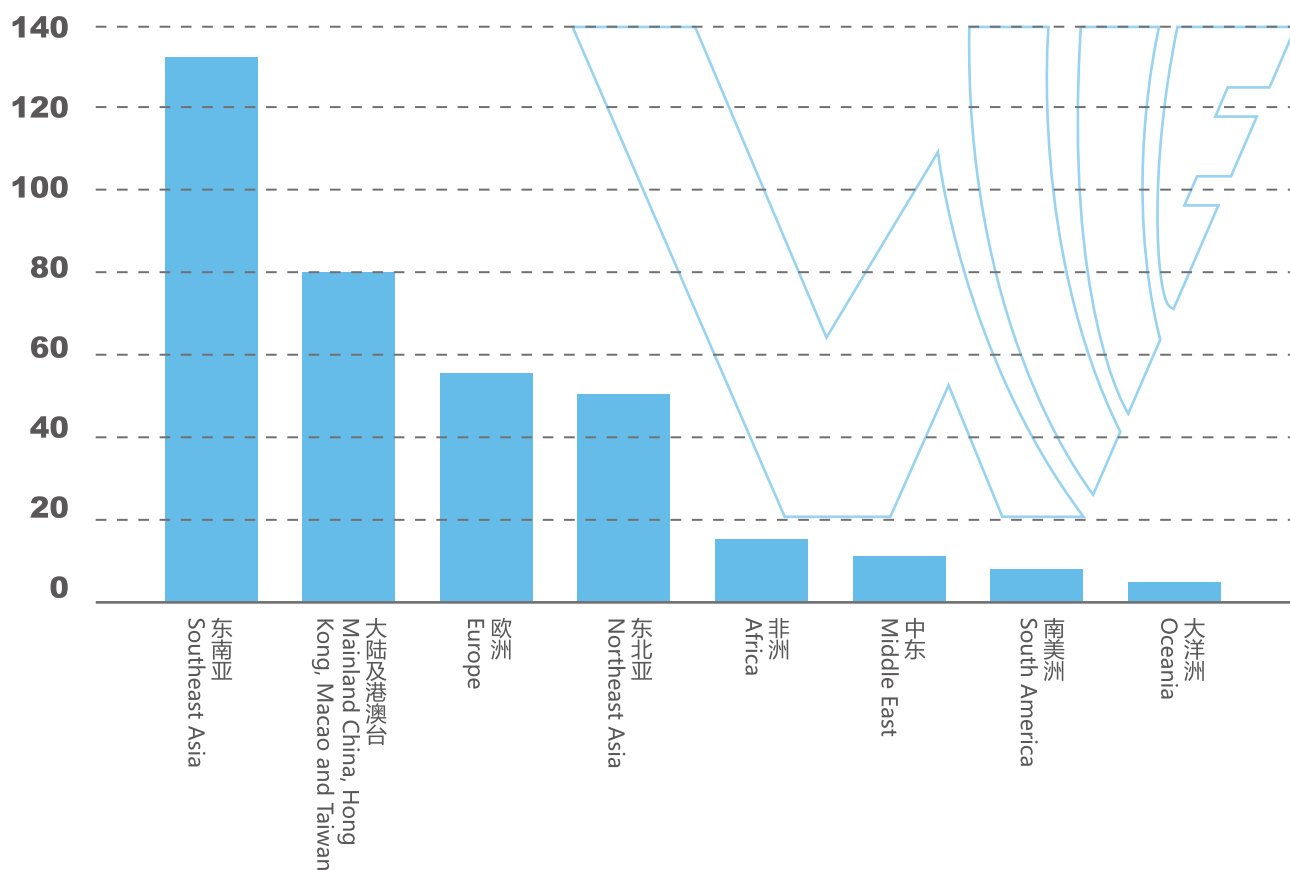
## 同期活动

## CONCURRENT EVENTS

展会同期将举办**一场**主题论坛和**多场**经贸交流活动

**One** theme forum and **several** economic and trading communication activities will be organized concurrently with the exhibition.





参展国家（地区）分布表  
Exhibiting Country (Region) Distribution

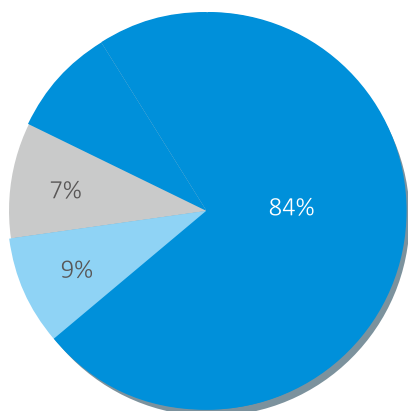
首届浙江（温州）进口消费品博览会于2018年10月26-28日在温州国际会展中心举行。

首届展会展出规模15000平方米，共邀请了来自巴西、印度尼西亚、马来西亚、泰国、意大利、越南、希腊、土耳其、伊朗、缅甸、韩国、塞尔维亚、波兰、欧洲和非洲等33个国家（地区）的250家境外展商。

The first WIIE was held on October 26-28, 2018 at the Wenzhou International Convention and Exhibition Center.

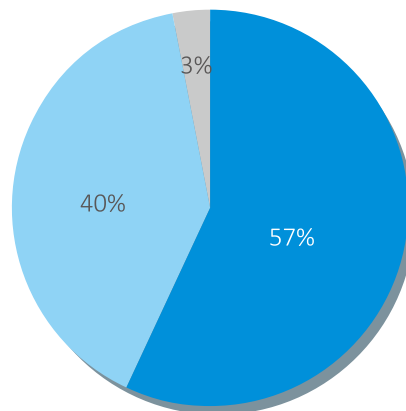
It covered an exhibition area of 15,000 square meters, and boasted 250 overseas exhibitors from 33 countries and regions including Brazil, Greece, Indonesia, Iran, Italy, Malaysia, Myanmar, North Korea, Poland, Romania, Serbia, South Korea, Thailand, Turkey, Vietnam, etc.

## 观众 满意度调查 VISITOR'S FEEDBACKS



您达成自己参观展会的目的了吗?  
Have you reached your business goal during the exhibition?

■ 未达到 No ■ 一般 So-so ■ 达到 Yes



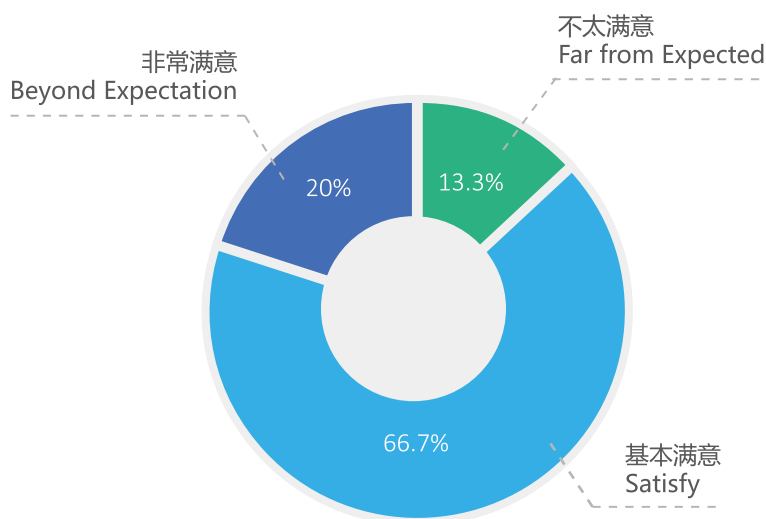
您是否会参加下届展会?  
Would you attend the next WIIE?

■ 不会 No ■ 可能会 Not Sure ■ 会 Yes

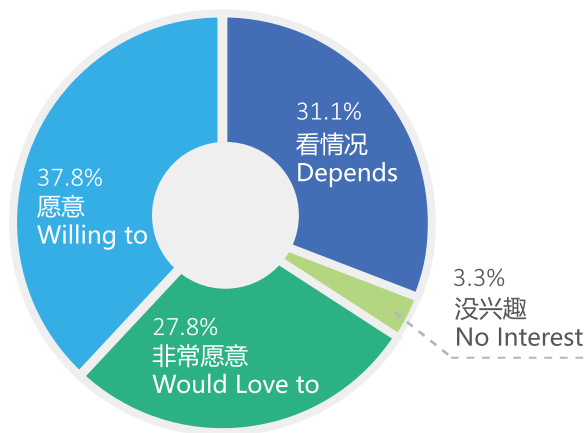
展会为期三天，累计接待观众 **107217 人**次，其中专业买家团突破了 **3000 人**。现场累计交易额共计约 **3000 万**，意向成交额约 **1.5 亿**。

A total of **107,217** visitors, of which more than **3000** are professional buyers, visited the 3-day show. The cumulative on-spot transactions totaled about **30 million RMB** and the intention turnover totaled about **150 million RMB**.

## 展商 满意度调查 EXHIBITORS' FEEDBACKS



您对本届展会是否满意?  
Are you satisfied with this exhibition?



您是否愿意参加下届展会?  
Would you like to attend the next WIIE?



# 联系方式

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