



第八届中国—亚欧博览会

The 8th China-Eurasia Expo

弘扬丝路精神 深化亚欧合作

Promoting the Silk Road Spirit Strengthening Eurasian Cooperation

招商手册

Expo Brochure

2024年6月26-30日

June 26 - 30, 2024

新疆 · 乌鲁木齐

Urumqi · Xinjiang

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国家主席习近平向第七届中国—亚欧博览会亲致贺信



亚欧大陆充满发展活力和潜力，是共建“一带一路”国际合作重点区域。近年来，中国新疆充分发挥区位优势，积极推进丝绸之路经济带核心区建设，促进中国和亚欧地区国家互联互通、互利合作、共同发展，取得积极成效。

中国愿同各国一道，以中国—亚欧博览会为平台，弘扬和平合作、开放包容、互学互鉴、互利共赢的丝路精神，坚持高标准、可持续、惠民生，不断拓展亚欧合作领域，提高亚欧合作水平，促进共同发展繁荣。



▣ 关于博览会 About the Expo

2010年5月,为进一步促进中国与亚欧国家间多层次、多领域交流合作,中央决定将举办19年的乌鲁木齐对外经济贸易洽谈会正式升格为国家级、国际性的中国—亚欧博览会(以下简称“亚欧博览会”)。

亚欧博览会举办七届以来,在党中央、国务院的亲切关怀下,在各兄弟省(自治区、直辖市)、新疆生产建设兵团、各计划单列市、新疆各地(州、市)、国际协办单位的大力支持下和社会各界的广泛参与下,取得了显著成就。

To further facilitate the exchanges and cooperation between China and Eurasian countries at multiple levels and in various fields, the CPC Central Committee decided to upgrade Urumqi Foreign Economic Relations and Trade Fair (Urumqi Fair for short) which had been successfully held for 19 years to China-Eurasia Expo at national level and with international significance in May 2010 (hereinafter referred to as the "Expo").

Over the last seven sessions of China-Eurasia Expo, significant achievements has been made under the care of the CPC Central Committee and the State Council, and with the strong support of sister provinces (autonomous regions and cities), Xinjiang Production and Construction Corps, municipalities with independent planning status under the National Social and Economic Development, prefectures in Xinjiang, and international co-sponsors, as well as the participation of all sections of society.



▣ 往届概况 Overview of the Previous Sessions



40 位中外领导人和国际组组负责人、1100余位中外部长级嘉宾
40 of Chinese and foreign state leaders and heads of international organizations
More than 1,100 Chinese and foreign ministerial guests



70 个国家和地区
70 countries and regions



12200 余家企业参展
More than 12,200 exhibitors



50 余场高层论坛和专题活动
More than 50 forums and themed activities

集中签约总金额超过 **2.5万亿元** 人民币
With a total amount of contract value over 2.5 trillion Yuan

对外经贸成交总额超 **300亿美元**
With a total amount of foreign trade transaction value over 30 billion dollars

累计参观人数 **180万人次**
1.8 million visitors

展览设置 Exhibition Layout

线下展览面积10万平方米，设置投资合作展区、境外展区、商品贸易展区。线上展与线下展展览题材保持一致。

投资合作展区：主要展示国内各省（区、市）和计划单列市优势产业、投资合作及产业转移项目，新疆生产建设兵团和自治区各地（州、市）发展成就、投资环境，丝绸之路经济带相关合作项目与成果等。

境外展区：主要展示“一带一路”沿线国家（地区）在交通、跨境电商、产能和绿色发展、文化、旅游等领域的合作前景和成果以及农产品食品、纺织服装等特色产品。根据招商招展情况，内设国家馆，以及中亚专区、西亚专区、南亚专区等特色专区。

商品贸易展区：设置能源产业、数字化及高新技术、智能生活、安全应急产业、文化旅游产业、农产品食品、纺织品服装、机械设备及专用车辆等八个展览题材。

With exhibition area of 100,000 square meters, three exhibition sections are set up including Investment and Cooperation Pavilion, Overseas Pavilion and Commodity and Trade Pavilion. Online exhibition will be in consistence with the physical show in terms of exhibition categories.

Investment and Cooperation Pavilion : the leading industries, investment and cooperation, and industrial transfer projects of all provinces (regions and cities) in China and municipalities with independent planning status under the National Social and Economic Development, the development achievements and investment environment of Xinjiang Production and Construction Corps, related cooperation projects and achievements of Silk Road Economic Belt, etc.

Overseas Pavilion : the achievements and prospects of cooperation in commodities and trade including transportation, cross-border e-commerce, production capacity and green development, culture and tourism for countries and regions along the Belt and Road, as well as in agricultural products and food and textiles and garments. There will be national pavilions as well as Central Asian, West Asian and South Asian Sections.

Commodity and Trade Pavilion : Eight categories are included such as energy industry, digitalization and high technology, intelligent life, security and emergency Industry, culture and tourism industry, agricultural products and food, textiles and garments and machinery and vehicles.



▣ 展台样式 Booth Types



»» 木质展台 Wooden-Structured Booth

木质展台的价格主要取决于造型、材料和工艺，价格含主结构、灯、画面、地毯，不含桌椅等物料租赁费用及报馆费。

The price of a wooden-structured booth mainly depends on the style, materials and craftsmanship, which includes the main structure, lighting, quality of pictures, carpets, excluding the rent for tables and chairs, etc. and the registration fee.



»» 型材展台 Modular Booth

型材展台的价格含主结构、灯、画面、地毯，不含桌椅等物料租赁费用及报馆费。

The price of modular booth includes the main structure, lighting, quality of pictures, carpets, excluding the rent for tables and chairs, etc. and the registration fee.



»» 升级标展 Upgraded Standard Booth

配置包含白色展板（高度2.5米），楣板（2450*220mm），斜拉布（1800*1200mm），2盏射灯，1张咨询桌，2把洽谈椅及1个电源插座。

The upgraded standard booth is equipped with white display boards (2.5m in height), lintel board (2450*220mm), 2 spotlights, 1 negotiation table, 2 chairs and 1 power board.

专业观众构成 Professional Visitors

重点邀请国内各省区市以及上合组织成员国、RCEP成员国、其他“一带一路”国家和地区与本届商博会展览题材相关的政府职能部门、行业组织、产业园区、知名企业、进出口贸易商、流通类企业、电商平台、供应链管理及代表等专业观众和采购商。

Professional visitors and buyers are composed of representatives of relevant governmental sectors, industry associations, industrial parks, leading enterprises, importers and exporters, circulation enterprises, e-commerce platforms and supply chain management companies from cities and provinces all over China, RCEP member countries and countries along the Belt and Road.



政府职能部门
Governmental Sectors



行业组织
Industry Associations



产业园区
Industrial Parks



知名企业
Leading Enterprises



进出口贸易商
Importers and Exporters



流通类企业
Circulation Enterprises



电商平台
E-commerce Platforms



供应链管理
Supply Chain
Management Companies

宣传推广 Publicity and Promotion

中国—亚欧博览会秘书处将整合所有优势媒体资源，为合作伙伴提供覆盖面广、影响力大、效应轰动的宣传服务，助力企业快速建立品牌，形成品牌效应。

China-Eurasia Expo Secretariat will integrate all quality media resources to provide publicity services with extensive coverage, wide influence and sensational effects so as to help enterprises quickly establish brands and create brand superiority.

中央级媒体 National Medias



主流门户网站 Mainstream Portal Website



本地媒体 Local Medias



新媒体 New Media



广告 Advertising

朋友圈广告、抖音广告、今日头条广告、城区LED大屏、BRT (公交) 移动电视、地铁广告、机场广告、楼宇电视.....

Social media advertising, digital billboard advertising, transit advertising, airport advertising, indoor advertising, etc.

知名展商 Leading Exhibitors

中国—亚欧博览会为企业形象展示、市场拓展搭建平台，已和多家世界500强、中国500强和行业知名企业建立良好的合作关系。我们期待与贵单位携手，合作共赢，共创美好未来。

China-Eurasia Expo build a platform for displaying corporate images and expanding business. The Expo has also established good partnerships with a number of Fortune 500, China Top 500 and leading enterprises of key industries. We look forward to working with you to create a better future through win-win cooperation.



▣ 展位费用 Exhibition Fee

室内标准展位

Indoor Standard Booth

规格Specification : 3m*3m

价格Price: 11000元/个 (11,000 CNY/Each)

包括中英文楣板、洽谈桌1张、洽谈椅2把、220V电源插座1个、射灯2盏。Including lintel board (with both Chinese and English), one negotiation table, two chairs, one 220V power board, two spotlights.

室内光地

Indoor Raw Space

规格Specification: 36平方米起订 (Minimum Order Space of 36㎡)

价格Price: 1100元/平方米 (1,100 CNY/㎡)

光地区域，不提供任何展架及设施。

Display racks and facilities are not provided.



品牌运营 Brand Operation

为充分发挥中国—亚欧博览会品牌价值及综合统筹优势，为相关单位加强对外宣传、提升品牌影响力提供着力点，我们将以热忱、开放、合作的态度向您提供品牌宣传机会，可根据宣传需要与我们进一步对接与合作。

To fully make use of the brand value and comprehensive planning advantages of China-Eurasia Expo, brand publicity opportunities would be provided with enthusiasm, openness and willingness to enhance external publicity and brand influence. You are welcomed to further communicate and cooperate with us according to the needs of brand publicity.

志愿者服装 Volunteer Uniforms



- 贵单位名称/logo将出现在服装的背面；
- 展会志愿者将会穿着印有贵单位名称/logo的服装，服务于展场各处，使贵单位的形象深入人心。

The logo of your company will be presented at the back of the uniforms. Volunteers will wear the uniforms printed with the logo of your company, offering services in the venue, which will certainly help make the image of your company stick in people's mind.

门票 Ticket



- 除电子门票外，观众入场的唯一凭证，贵单位形象广泛传播。

Ticket advertising opportunities will be provided and the image of your company will be widely promoted through the advertisement.

证件 Badges



- 展期所有组委会人员、展商、相关领导、特邀嘉宾等将佩戴着印有贵单位形象广告、名称/logo的证件/吊绳出现在展馆的各个角落。

The Organizing Committee personnel, exhibitors, government officers and honorable guests will wear badges and lanyards with company's logo in the venue.

▣ 场馆大型广告位

Outdoor advertising will attract visitors to your booth.

墙体广告 Wall Advertising



号架广告 Advertising Tower



LED大屏 LED Screen



吊旗广告 Hanging Banners



通廊广告 Hallway Advertising



灯杆广告 Lamp-post Advertising



印刷品广告

Print Advertising

《参展企业名录》 Exhibitors List



- 收录所有参展商信息，定点发放给各省区市商务主管部门、商协会领导、组委会各成员单位、参展商等。

All exhibitors' information is included in exhibitors list and is shared with the department of commerce of all the cities and provinces, chambers of commerce and associations, members of organizing committee and exhibitors, etc.

《参展指南》 Exhibition Guide



- 展前发送给所有参展商、各省区市及境外组展部门。

To enhance the corporate reputation in the industry and government sectors.

《导览手册》 Guidebook



- 现场各个咨询台发放，有效引导目标观众至贵单位展台。

The guidebook will be handed out at reception to lead the target visitors to your booth.

手提袋 Handbag



- 贵单位标志/logo出现在手提袋侧面。

The logo of your company will be presented on the side of handbag.

□ 联系方式 Contacts

中国—亚欧博览会秘书处 China-Eurasia Expo Secretariat

国内各省区市 Commodity and Trade Pavilion

联系人 Contact: 木合买提江·依沙克 Muhemaitijiang
 办公电话 Tel: 0991-2870558
 手 机 Mobile: 13999144016
 邮箱 E-mail: 77422443@qq.com

新疆各地州市 Cities/Prefectures of Xinjiang

联系人 Contact: 唐慧君 Tang Huijun
 办公电话 Tel: 0991-2850497
 手 机 Mobile: 15899209919
 邮箱 E-mail: 478818558@qq.com

进口商品展区 Imported Commodities Pavilion

联系人 Contact: 黄静 (英语) Huang Jing、李清瑞 (俄语) Li Qingrui
 联系电话 Tel: 0991-2879890 邮箱 E-mail: caeexpo@vip.163.com

参展服务 Exhibition Service

国内各省区市 Commodity and Trade Pavilion

联系人 Contact: 王 羽 Wang Yu
 办公电话 Tel: 0991-2855517
 手 机 Mobile: 18999993679
 邮箱 E-mail: 393906646@qq.com

进口商品展区 Imported Commodities Pavilion

联系人 Contact: 刘 恺 Liu Kai
 办公电话 Tel: 0991-2855510
 手 机 Mobile: 13999945379
 邮箱 E-mail: 2218161687@qq.com

参观服务 Visit Service

国内各省区市 Commodity and Trade Pavilion

联系人 Contact: 马瑞婷 Ma Ruiting
 办公电话 Tel: 0991-2888069
 手 机 Mobile: 18609942761
 邮 箱 E-mail: 1458838224@qq.com

进口商品展区 Imported Commodities Pavilion

联系人 Contact: 王莹莹 Wang Yingying
 办公电话 Tel: 0991-2855510
 手 机 Mobile: 18690291003
 邮箱 E-mail: wyy@aeie.com.cn

贸易投资促进活动服务 Trade and Investment Promotion Activity Service

联系人 Contact: 波 塔 Bota
 手 机 Mobile: 13150332660

办公电话 Tel: 0991-2855038
 邮箱 E-mail: 1813717611@qq.com

EXPO BROCHURE

主办单位/Hosts:
商务部
Ministry of Commerce
外交部
Ministry of Foreign Affairs
中国贸促会
China Council for the Promotion of International Trade
新疆维吾尔自治区人民政府
The People's Government of Xinjiang Uygur Autonomous Region
国家开发银行
China Development Bank
中国进出口银行
Export-Import Bank of China
中国出口信用保险公司
China Export Credit Insurance Company



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