



2022浙江国际进口商品海淘汇

ZHEJIANG INTERNATIONAL IMPORT COMMODITY FAIR

浙江展览馆
Zhejiang Exhibition Hall

 杭州市拱墅区环城北路197号
No.197 North Huancheng Road, Gongshu District, Hangzhou, Zhejiang, China



2022年6月1-3日
June 1-3, 2022

主办单位Host:
浙江省商务厅
Department of Commerce of Zhejiang Province

承办单位Undertaker:
浙江远大国际会展有限公司
Zhejiang Broad International Convention & Exhibition Co., Ltd.

势聚浙江

商汇天下



活动背景 Event Background

为深入贯彻落实浙江省委省政府打造“永不落幕进博会”和建设进口商品“世界超市”的要求，高水平参与第五届进口博览会，浙江省商务厅将于2022年6月在浙江展览馆举行浙江国际进口商品海淘汇。举办海淘汇旨在积极扩大进口，满足广大人民高品质生活需要，加强国际供应商渠道对接，丰富优质进口商品市场，打造链接全球、联动长三角、辐射全国，服务于“一带一路”建设的进口枢纽性“重要窗口”。

In order to thoroughly implement the requirement of creating Zhejiang's never-ending CIIE and a "world supermarket" for imported commodities put forward by the People's Government of Zhejiang Province, participating in the 5th CIIE with higher level, the Department of Commerce of Zhejiang Province will hold Zhejiang International Import Commodity Fair at Zhejiang Exhibition Hall in June 2022. The event aims to expand imports, meet people's needs for a high-quality life, enhance the matching with international suppliers, enrich imported commodity market, link the Yangtze River Delta, China market, and global market at large, build an important window and import hub serving the "Belt and Road" Initiative.



2021浙江国际进口海淘汇活动现场
2021 Zhejiang International Import
Commodity Fair Scene Photo



2021浙江国际进口海淘汇开幕式
2021 Zhejiang International Import
Commodity Fair Opening Ceremony



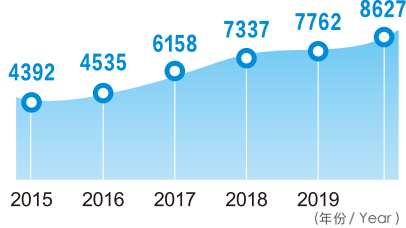


进口产业环境优势

Advantages of imported industrial environment

进口额 / Imports

单位: 亿元
Unit: 100 million yuan



消费市场 / Consumer Market



31295 元 (Yuan)

2020年居民人均消费支出
The Per Capita Household
Consumption Expenditure in 2020



No.3

人均消费支出居全国31个省(区、市)
The Ranking among 31 provinces
nationwide (including regions and
cities)

跨境电商 / Cross-border E-commerce

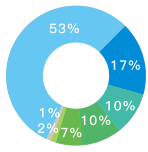


138.71
Billion Yuan
The Cross-border
Online Retail
Sales in 2020



36.41
Billion Yuan
The Cross-border
Online Retail
Imports in 2020

进口主要商品 / Major Imported Commodities



- 大宗商品进口53%
- 机电产品17%
- 高新技术产品10%
- 农副产品10%
- 农产品7%
- 纺织服装2%
- 八大类轻工产品1%

- Imported Bulk Commodities 53%
- Mechanical and Electrical Commodities 17%
- High-tech Products 10%
- Agricultural by-product 10%
- Agricultural Products 7%
- Textile & Garment 2%
- Eight Categories of Light Industry Products 1%

通关服务 / Customs Clearance Services



浙江大力推进国际贸易
“单一窗口”建设, 全面
落实各项通关便利化举措,
营造高水平的营商环境。

Zhejiang province vigorously promotes
the construction of **Single Window** of
international trade, comprehensively
implement various measures for customs
clearance facilitation, aiming to build
high-level business environment.

港口资源 / Port Resources



世界第一

宁波舟山港货物吞吐量
连续11年蝉联

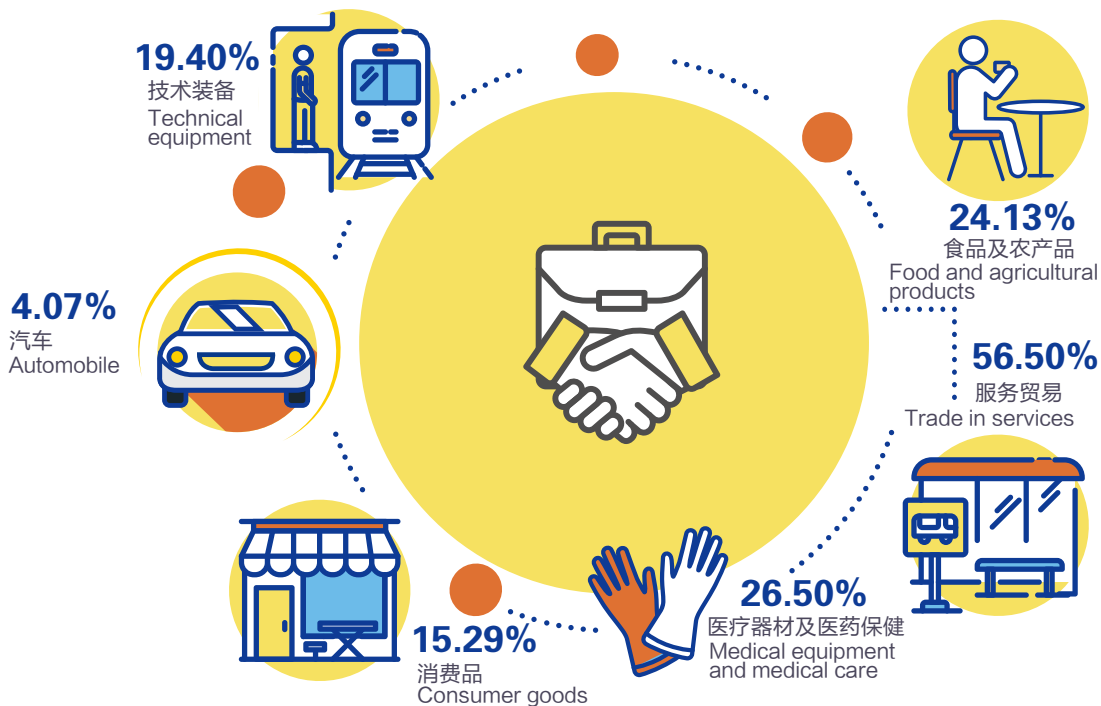
No.1 in the world

Ningbo-Zhoushan Port ranks top for 11
consecutive years in cargo handling
capacity



浙江参与第四届进博会情况

Zhejiang's participation in 4th CIIE



第四届进博会上, 浙江省签约外资项目64个, 其中世界500强和行业龙头企业项目24个, 总投资116.7亿美元; 全省意向采购额继续保持全国前列。

On the 4th CIIE, there are a total of 64 foreign investment projects, including 24 projects with the world's top 500 and industry-leading enterprises, with a total investment of 11.67 billion US dollars. The intended purchase volume of Zhejiang Delegation maintains the top nationwide.

活动亮点

Event Highlights

服务双循环理念, 打造进口贸易高地

Serve the "Dual Circulation" pattern, Build the highland for Import Trade

致力进出口平衡, 实施扩大进口战略

Serve the implementation of the "dual circulation" development pattern, and implement the strategy of expanding imports



强化活动专业性, 采用科学展陈模式

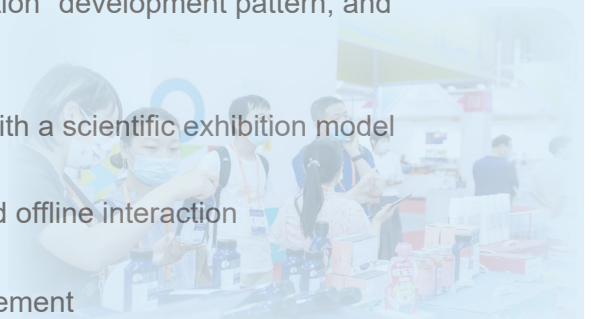
Strengthen the professionalism of activities with a scientific exhibition model

互联网+新模式, 实现线上线下联动

Advanced "Internet +" concept and online and offline interaction

提高公众参与度, 设立公众开放环节

Public open day and encourage public involvement



四大展示区

4 Major Exhibition Areas

主题国家馆

Theme Country Pavilion

精品企业区

High quality enterprises zone

重点进口平台展示区

Key import platform exhibition area

国际友城展示区

International friendly cities exhibition area





往届概况

Review of previous sessions

总体展览面积 **11000** 平方米，参展企业 **200** 余家

展会期间共有来自全国各地的 **10547** 人次专业采购商和专业客商到会采购

来自芬兰、冰岛、德国、意大利、法国、美国、英国、葡萄牙、瑞士、波兰、新西兰、俄罗斯、韩国、日本等 **33** 个国家和地区的展团

The total exhibition area is **11000** square meters, with more than **200** exhibitors

During the exhibition, a total of **10547** people from all over the country, professional buyers and professional merchants to purchase.

From Finland, Iceland, Germany, Italy, France, USA, UK, Portugal, Switzerland, Poland, New Zealand, Russia, Korea, Japan and other **33** countries and regions.



展会观众
Exhibition visitors

Key import platforms

Cross-border e-commerce platforms

Pedestrian streets in Zhejiang province, hotels and homestays

Large supermarkets

Key Importers

Ordinary visitors

重点进口平台 跨境电商平台 浙江省步行街、大型商超 重点进口商 普通观众
酒店及民宿



活动展出规模约 **10000** 平米

The exhibition area of the event is about **10,000** square meters



浙江展览馆
Zhejiang Exhibition Hall

势聚浙江·商汇天下



目标采购商（到会专业采购数10000+）

Target Purchasers (More than 10000+ professional buyers)



活动剪影

Event photos





活动费用 Event Cost

- **标准展位:**
18800元人民币/9m² 2700欧元/9m²
光地 (36平方米起订):
1800元人民币/m² 260欧元/m²
- **意大利会员价:**
标准展位:
15800元人民币/9m² 2300欧元/9m²
光地 (36平方米起订):
1500元人民币/m² 220欧元/m²
- **意大利会员价:**
标准展位:
CNY 18800 /9 m² EUR 2700 /9 m²
Raw Space (minimum 36m²):
CNY 1800 / m² EUR 260 / m²
- **意大利会员价:**
标准展位:
CNY 15800 /9 m² EUR 2300 /9 m²
Raw Space (minimum 36m²):
CNY 1500 / m² EUR 220 / m²
- **展品运输: 企业自理**
Exhibits transportation fee: the enterprises shall bear their own expenses



联系方式 Contact Information



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Excellent Fair
Held in Zhejiang
Diversified Commodities
from the World
势聚浙江·商汇天下

2022

浙江国际
进口商品海淘汇

ZHEJIANG INTERNATIONAL
IMPORT COMMODITY FAIR

势聚浙江
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