



第十二届 珠中江
THE TWELFTH SESSION

进出口商品展销会

IMPORT & EXPORT FAIR | ZHUHAI-ZHONGSHAN-JIANGMEN-YANGJIANG

广东珠西国际会展中心
2021.1.20-24

邀請函
Invitation

主办单位：广东进出口商会

ORGANIZERS: Guangdong Chamber of Commerce for Import and Export

广东省跨境商品贸易协会

Guangdong Cross-border Commodity Trade Association

珠海市进出口商会

Zuhai Import and Export Chamber of Commerce

中山市对外经济贸易企业协会

Zhongshan Foreign Economic and Trade Enterprises Association

江门市进出口商会

Jiangmen Chamber of Commerce for Import and Export

中国国际商会阳江商会

China International Chamber of Commerce Yangjiang Chamber of Commerce

承办单位：广东跨采展览有限公司

ORGANIZER: Guangdong Kuacai Exhibition Co., Ltd.

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《广东省加快发展流通促进商业消费政策措施》的相关要求,持续做好消费促进工作,拓展出口产品内销渠道、扩大优质消费品进口等加快发展流通促进商业消费,实现稳外贸与促消费工作的相互推动,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1月20日-24日在广东珠西国际会展中心举办。

To conscientiously implement the relevant requirements of the "Implementation Opinions of the General Office of the State Council on Supporting the Transfer of Exported Products to Domestic Sales" and "Guangdong Province Accelerating the Development of Circulation and Promoting Commercial Consumption Policies and Measures", continue to do a good job in consumption promotion and expand exports Accelerate the development of domestic sales channels, expand the import of high-quality consumer goods, and accelerate the development of circulation to promote commercial consumption, and realize the mutual promotion of stable foreign trade and consumption promotion. As an important trade platform for famous and high-quality export products and high-quality imported goods, The Twelfth Session import & export fair zhuhai-zhongshan-jiangmen The fair is planned to be held at the Zhuxi International Convention and Exhibition Center in Guangdong from January 20-24, 2021.



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 Pearl River is hosted by Zhuhai Chamber of Commerce for Import and Export, Zhongshan Chamber of Commerce of China Chamber of International Commerce, Jiangmen International Chamber of Commerce by Guangdong Kuacai Exhibition Co., Ltd. It is the first time to move from Wuyi Overseas Chinese Plaza to Guangdong Zhuxi 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、阳江多地国际商会联合办展，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。

第十一届珠中江进出口商品展销会 2020珠中江进出口贸易对接经济活动
2020 Zhuzhongjiang Import and Export Trade Exchange Act



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。数据显示，祖籍江门的侨胞约有400多万，遍布全球107个国家和地区。凭借丰富的侨资源，加强与“一带一路”沿线国家和地区的经贸合作。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；



资源整合、强势宣传

Resource integration, strong publicity

作为江门市重点培养的会展，组委会将充分调动政府公共媒体资源，在珠三角地区强势宣传，对展会进行全面持续报道，扩大展会影响力，多场活动及诸多优惠促销活动，保持展会良好成交效果。“一带一路”沿线国家和地区的经贸合作



专业论坛、专业采购

Professional forum, professional procurement

展会执行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”巡回招商推介会

"Pearl Zhongjiang Business Exhibition" Tour Investment Promotion Conference

拟在江门、珠海、中山、阳江等地进行组织招商推介、洽谈对接等活动形式为珠中江商展会招商推介，同时率领优质出口转内销企业参与展示展销活动，开拓其他地市市场，形成从生产到渠道的合作发展联盟，助推粤港澳大湾区融合发展。

电商直播及短视频营销分享沙龙

E-commerce live broadcast and short video marketing sharing salon

邀请学术、平台、机构、网红主播、电商企业等最有代表性的领导和头部大咖，来探讨电商及直播行业发展规律。

粤港澳大湾区(江门)会展城市合作论坛

Guangdong-Hong Kong-Macao Greater Bay Area Convention and Exhibition City (Jiangmen) Cooperation Forum

将邀请香港、澳门、广州、深圳、珠海、中山、江门、阳江等城市政府主管部门领导、会展商协会、会展公司、展览场馆负责人等共聚江门，携手推进珠西地区会展经济发展，加快融入粤港澳大湾区的区域合作的脚步。

国际风情文化交流

International Cultural Exchange style

邀请“一带一路”国家参展团在展会现场安排文化风采表演，表演现场邀请观众参与互动，如泰国民族舞蹈，非洲加纳击鼓，马来西亚本土文化表演等。

“珠中江阳外贸优品”评选及颁奖典礼

Selection and awarding of "Pearl Zhongjiangyang Foreign Trade Excellent Products" ceremony

评选出2021“珠中江外贸优品百佳品牌”2021“最受欢迎外贸优品人气奖”等品牌及产品，现场进行获奖产品展示，获奖的优秀品牌对行业和公众进行品牌专题展示宣传。

“珠中江商展会”开幕典礼及签约仪式

Opening Ceremony and Signing Ceremony of Zhuzhongjiang Business Exhibition

开幕式将邀请相关部门领导和嘉宾、国家展团代表们上台剪彩。

珠中江跨境电商及海外选品交流会

Zhuzhongjiang cross-border e-commerce and overseas product selection exchange meeting

邀请有关领导、行业协会负责人、跨境电商企业代表、海外选品平台代表、外贸企业负责人等进行沟通对接分享，实现合作共赢，开启外贸企业的双循环之路。

重点企业品牌推介会

Key corporate brand promotion meeting

搭建商务洽谈区，为珠中江阳重点企业提供品牌推广、合作与交流的贸易发展平台。





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。

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。

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。

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，促进跟多协会领导、行业专家参与。

Targeted concurrently in the same period of the exhibition, such as theme forums, special promotion, business negotiations, etc. form a cohesive force with the exhibition, industry experts and enterprises.

06

展区规划

EXHIBITION AREA

1. 珠海、中山、阳江及其他城市
Zhuhai, Zhongshan, Yangjiang and other cities
2. 江门馆
Jiangmen Pavilion
3. 国际及港澳台馆
International, Hong Kong, Macau and Taiwan Pavilion

4. 会议论坛区
Conference forum Area
5. 商务洽谈区
Business Negotiation Area
6. 美食餐饮区
Gourmet dining area



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.



健康医疗及养老产品

Health care and pension products

智慧养老、康复器具、适老家居等健康养老产品

Intelligent pension, rehabilitation equipment, suitable for home and other health pension products



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, stoneware, wood



国家特色商品

National specialty goods

国家非遗产品、文创产品及其他民族特色商品

National non-legacy products, cultural and creative products and other ethnic specialties

展会收费

THE BOOTH FEE

标准展位 (9m ²) Standard booth (9m ²)	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 ² 起) Raw space (36m ²)	580元/ m ² 580yuan/ 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
2021年01月18-19日 (8:30-17:00) / January 18-19, 2021, 8:30-17:00
- 展览时间/Exhibition time
2021年01月20-23日 (9:00-18:00) / January 20-23, 2021, 9:00-18:00
2021年01月24日 (9:00-16:00) / January 24, 2021, 9:00-16:00
- 撤展时间/ Dismantling time
2021年01月24日 16:00/ January 24, 2021 ,16:00



<http://www.zzjfair.com>



珠中江进出口商品展

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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