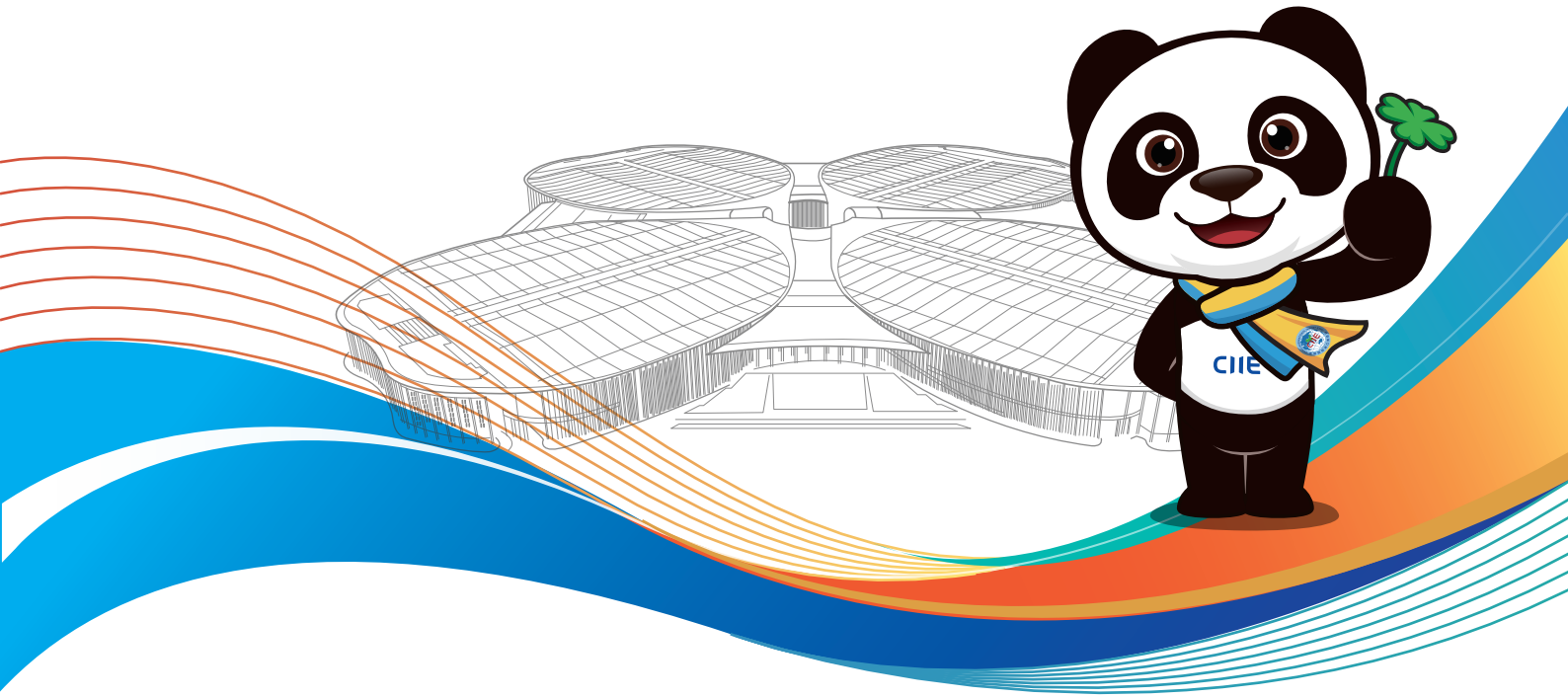
中国国际进口博览会
CHINA INTERNATIONAL IMPORT EXPO

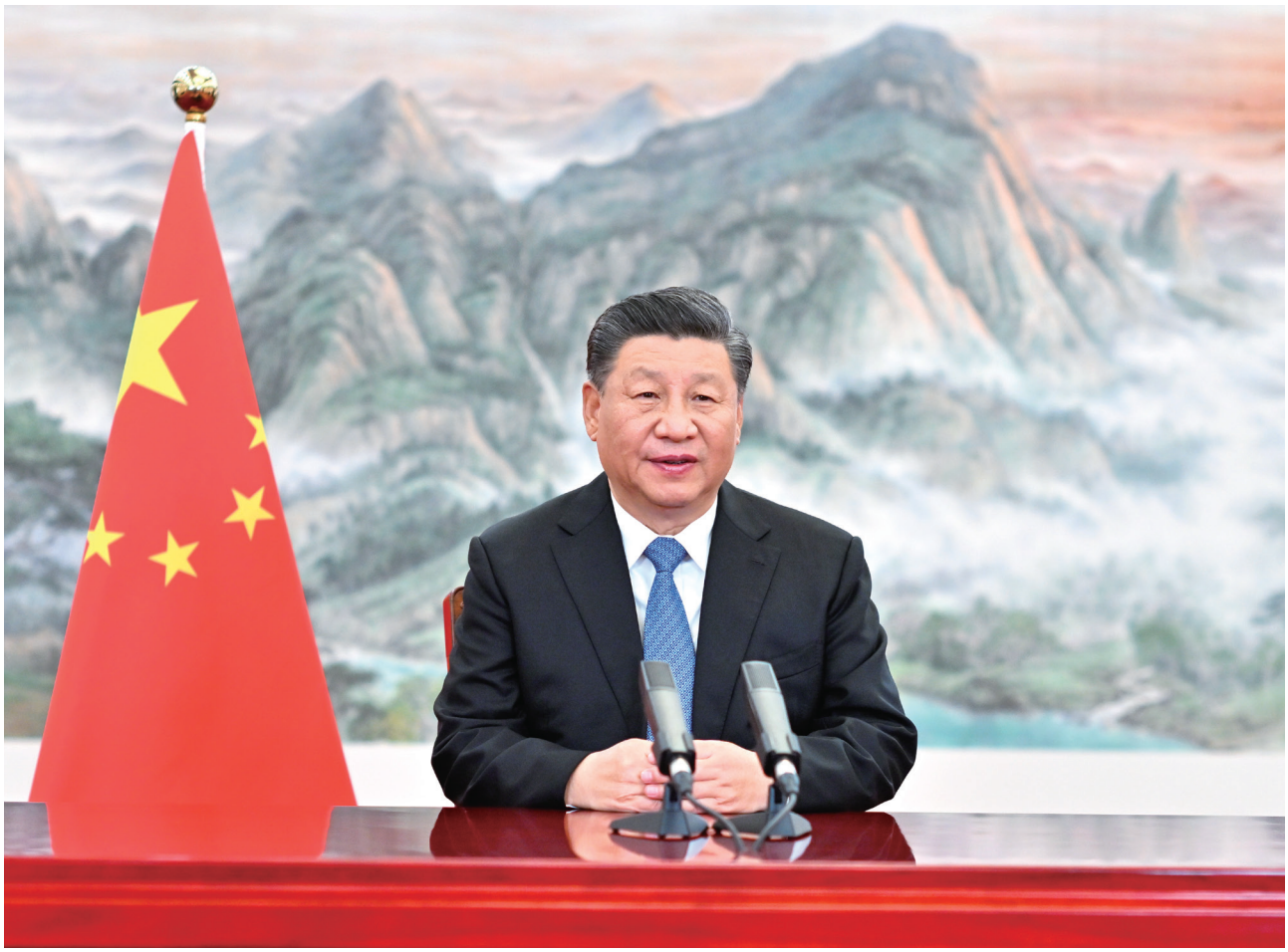
2022 | 5th-10th.NOV 11月5-10日

第五届中国国际进口博览会
企业商业展

The 5th China International Import Expo
Enterprise & Business Exhibition



新 时 代　共 享 未 来
NEW ERA SHARED FUTURE



“中国扩大高水平开放的决心不会变，同世界分享发展机遇的决心不会变，推动经济全球化朝着更加开放、包容、普惠、平衡、共赢方向发展的决心不会变。”

As for China, we will not change our resolve to open wider at a high standard; we will not change our determination to share development opportunities with the rest of the world; and we will not change our commitment to an economic globalization that is more open, inclusive, balanced and beneficial for all.

参展邀请
INVITATION



举办中国国际进口博览会，是中国推进新一轮高水平对外开放的重大决策，是中国主动向世界开放市场的重大举措。疫情防控常态化条件下举办进博会充分彰显了中国疫情防控和经济社会发展的卓越成就，充分体现了中国同世界分享市场机遇、推动世界经济复苏的真诚愿望。

企业商业展是进博会的重要组成部分，自首届以来，全力推动国际化策展、综合性组展、专业化办展、分行业布展，并取得丰硕成果。专业化水平进一步提高，国际化程度进一步提升，展台内容进一步丰富，贸易和投资相互促进。

诚挚邀请全球参展企业、专业采购商、专业观众等各界人士参展参会，共享发展机遇。

The CIIE is an important decision made by China to pursue a new round of high-level opening-up, and is China's major initiative to still widen market access to the rest of the world. CIIE held under regular epidemic prevention and control fully demonstrates the outstanding achievements of China's epidemic prevention and control, as well as economic and social development, and fully reflects China's sincere desire to share market opportunities with the world and promote world economic recovery.

As a vital part of the CIIE, since its first session, Enterprise & Business Exhibition has made every effort to promote international exhibition planning, comprehensive exhibition organizing, professional exhibition holding and industry-classified exhibition arranging, and achieved fruitful results with specialization improved, the internationalization enhanced, the contents of the booth enriched, and trade and investment promoting each other.

We sincerely invite global exhibitors, professional purchasers, professional visitors and other people from all walks of life to participate in the Exhibition to share development opportunities.

第四届展会回顾
REVIEW OF THE FOURTH CIIE

- **习近平主席在开幕式上发表主旨演讲**
  President Xi Jinping delivered a keynote speech at the opening ceremony.
- **王岐山副主席出席中国加入世界贸易组织20周年高层论坛并发表致辞**
  Vice President Wang Qishan attended the high-level forum on the 20th anniversary of China's accession to the World Trade Organization (WTO) and delivered a speech.
- **虹桥论坛举办12场分论坛和《世界开放报告2021》发布暨国际研讨会**
  12 sub-forums and the Press Conference on World Openness Report 2021 & International Symposium were held at the 4th Hongqiao International Economic Forum.
- **参展商联盟举办20多场活动，50家企业和组展机构现场签约第五届进博会**
  The exhibitor alliance of the fourth China International Import Expo held more than 20 events, and 50 companies and exhibition organizers signed up for the next CIIE.
- **62家国际知名企业在新品发布专区发布123项新品和服务，中央广播电视总台直播，线上观众近3300万人次**
  62 international well-known enterprises released 123 new products and services in the special zone for new products release, which was broadcast live on China Media Group, with an online audience of nearly 33 million people.
- **共接待境内外高级别团组近100个**
  A total of nearly 100 high-level groups from home and abroad were received.



$707.2亿

现场意向成交金额（按一年计）
The Cumulative Intended Turnover Reached (Within A Year)

366,000m²
展览面积
Scale of Exhibition

127
参展国家和地区
Countries and Regions Exhibiting

2,900+
参展企业
Exhibitors

480,000人
累计进场人次
Visitors

3,000+
中外媒体记者报名采访
Chinese and overseas journalists signed up for interviews

422
代表性新产品新技术新服务
New Released Products, Technologies and Services

273
贸易投资对接会达成合作意向
Cooperation intentions reached through trade & investment matchmaking events

95
配套现场活动
Supporting Activities

281
世界500强和行业龙头参展
Exhibitors of Fortune Global 500 Companies and Industrial Leaders



进博机遇
OPPORTUNITIES OF CIIE

• 搭建政企沟通平台

全年组织开展多场政商对话活动，搭建政企对话的权威平台，共同探讨行业创新发展愿景和政府产业政策，积极建言献策，传递业界声音。

• Build A Communication Platform between Government and Enterprises

Throughout the year, many government-enterprise dialogues are organized to build an authoritative platform, and the participants jointly discuss the industry innovation vision and government’s industrial policies, actively make proposals, and help the industry to express.

• 加大品牌宣传力度

活动吸引全球媒体关注，提升品牌曝光率，扩大企业影响力。境内外多家媒体积极报道，融合电视、广播、新媒体等资源，全视角呈现多彩立体的进博会，凸显引领力、传播力和影响力。

• Strengthen Brand Publicity

The CIIE attracts global media attention, improves brand exposure and expanded enterprise influence. A number of domestic and foreign media actively report the event by integrating television, radio, new media and other resources, so as to present a colorful and three-dimensional CIIE in an all-round way, and highlight its leadership, dissemination and influence.

• 精准邀请专业采购商

完善市场化招商机制，强化撮合对接服务。邀请境内大型、中小企业及政府参观团和境外采购商参加专场供需对接会、全国招商路演和专委会活动，促成参展企业和采购商实现精准对接。

• Invite Professional Purchasers Accurately

Improve the market-oriented investment promotion mechanism and strengthen matchmaking and docking services. Domestic large, small and medium-sized enterprises, government delega tions and overseas purchasers are invited to participate in special supply-demand meetings, national investment roadshows and professional committee activities, so as to promote accurate matchmaking between exhibitors and purchasers.









• 新产品新技术首发平台

“进博发布”平台举办新品发布活动，全球行业龙头企业集中发布新产品新技术新服务，汇聚前沿领先技术，展示最新成果，全球首发、亚洲首秀和中国首展众多。

• Stage for New Products and Technologies' Debut

The “CIIE Product Launching Center” platform holds new product release activities for global industry leading enterprises to launch new products, technologies and services in a concentrated manner, gather cutting-edge leading technologies, and display the latest achievements, which witnesses various debuts in China, Asia and even the world.

• 全年活动精彩纷呈

全年举办展盟及专委会活动、招商路演活动、供需对接活动、政策解读会、对接签约会、投资推介会、视频签约会等几百场活动。国际性、权威性、实效性进一步提升，进博会溢出效应进一步扩大。

• Wonderful Activities Throughout the Year

Hundreds of activities are held throughout the year, including CIIE Enterprise Alliance and special committee activities, investment roadshow activities, supply-demand docking activities, policy interpretation meetings, docking and signing activities, investment promotion meetings, video signing meetings and so on, so as to enhance internationality, authority and effectiveness, and expand the spillover effect of the CIIE.

• 政策支持常态化

国家有关部门制定进博会支持政策并常态化实施，减轻参展企业负担，提升参展便利化水平，提供优质服务保障，吸引更多企业参展，持续放大溢出带动效应。

• Normalized Policy Support

Relevant national departments have formulated the support policies for CIIE and implemented in a normalized manner, so as to ease the burden of exhibitors, improve facilitation, provide high-quality services, attract more enterprises, and amplify the spillover driving effect.

企业商业展布局
LAYOUT OF ENTERPRISE & BUSINESS EXHIBITION

1.1馆、1.2馆、2.2馆 食品及农产品展区
乳制品、休闲食品、甜食、调味品、饮料和酒类、肉类、水产品和冷冻食品、综合食品（包括宠物食品）、蔬果、农产品（包括农作物种业：育种或栽培技术；种子机械；种业创新研发成果；农药、微肥；水稻、小麦、瓜果、蔬菜、苗木花卉等农作物种子）等
专区：乳制品专区、农产品专区

2.1馆 汽车展区
品牌汽车，汽车零部件，汽车配套产品及养护用品，自动驾驶、智能网联、汽车芯片、新能源产品及技术，智慧交通、未来出行产品及技术，老爷车、赛车赛事等
专区：智慧出行专区、创新孵化专区（汽车领域）

3馆、4.1馆、北厅 技术装备展区
数字工业自动化：自动化、机器人、工业解决方案；
集成电路：原材料、半导体设备、芯片；
能源低碳及环保技术：石油化工设备、新材料、新能源、电力电工、环保技术与设备、综合治理设备、垃圾处理设备；
人工智能：人机交互、数据库、物联网、通信；
数字打印及光学技术：数码印刷、3D打印、扫描设备、光学材料、光学设备与技术；
金属加工：切削机床、成形机床、特种激光加工设备、增材制造刀具、工夹具、检验、测量及零部件；
应急抗险：工程机械装备、灾害救援装备、应急救援探索检测、水域救援、应急救援交通
专区：能源低碳及环保技术专区、数字工业专区、集成电路专区、创新孵化专区（装备领域）

5.1馆、5.2馆、6.1馆、6.2馆 消费品展区
面部护理及彩妆、其他护理及日化用品、家电及消费电子、家居及家饰设计、时尚服装及配饰、宝石及珠宝、体育用品、体育赛事及电竞等
专区：日化消费品专区、体育用品及赛事专区、绿色智能家电及家居专区、时尚服饰及配饰专区

7.1馆、7.2馆、8.1馆 医疗器械及医药保健展区
药品、医疗器械、高值耗材、生命科学与临床医学仪器、养老康复及辅助产品、营养保健食品、健康护理、医疗美容、医疗旅游、医疗技术与服务等
专区：康复养老专区、生物医药专区、公共卫生防疫等专区、创新孵化专区（医疗领域）

8.2馆 服务贸易展区
生产性服务贸易：金融服务（银行、保险、资产管理等）、物流服务、信息技术服务、检验检测服务、综合服务、供应链管理等；生活性服务贸易：文化服务、旅游服务、教育服务、娱乐及授权服务等

注：企业商业展布局以现场实际公布为准。

Hall 1.1, 1.2, 2.2 Food and Agricultural Products
Dairy products, snack foods, sweets, condiments, beverages and wines, meat, aquatic products and frozen foods, comprehensive foods (including pet foods), fruits and vegetables, agricultural products (including crop seed industry: breeding or cultivation techniques; seed machinery; seed industry innovation R&D achievements; pesticide, micro fertilizer; seeds of crops such as rice, wheat, melons and fruits, vegetables, flowers and plants) etc.
Special section: dairy products and agricultural products

Hall 2.1 Automobile
Brand vehicles, automotive parts and components, automotive supporting products and maintenance supplies, automotive driving, intelligent connected vehicles, auto chip, new energy products and technologies, smart mobility products and technologies, vintage cars, car racing events, etc.
Special section: smart mobility and innovation incubation (automobile)

Hall 3, 4.1, North Hall (NH) Intelligent Industry & Information Technology
Digitalized and automated industry: automation, robotics, industrial solutions;
Integrated circuits: raw materials, semiconductor equipment, chips;
Energy, low-carbon and environmental protection technology: petrochemical equipment, new materials, new energy, electric power and electrician, environmental protection technology and equipment, comprehensive treatment equipment, waste treatment equipment;
AI: human-computer interaction, database, Internet of Things, communication;
Digital printing: digital printing, 3D printing, scanning equipment, optical materials, optical equipment and technology
Metal processing: cutting machine, pressing machine, special laser processing equipment, additive manufacturing tools, fixtures, testing tools, measurement and parts.
Disaster relief: construction machinery equipment, disaster rescue equipment, emergency rescue exploration and testing, salvage, emergency rescue transportation
Special section: energy low-carbon and environmental protection technology, digital industrialization, integrated circuit and innovation incubation (equipment)

Hall 5.1, 5.2, 6.1, 6.2 Consumer Goods
Facial care and make-up, other personal care and daily chemical products, home appliances and consumer electronics, home furnishings and design, fashion clothing and accessories, gemstones and jewelry, sporting goods, sporting events and e-sports, etc.
Special section: daily chemical consumer goods, sporting goods and events, green and intelligent home appliances and furnishings, fashion clothing and accessories

Hall 7.1, 7.2, 8.1 Medical Equipment & Healthcare Products
Drugs, medical devices, high value consumables, life sciences and clinical medicine instruments, old-age rehabilitation and ancillary products, dietary supplements, health care, medical cosmetology, health tourism, medical technology and services, etc.
Special section: rehab and elderly care, biopharm, public health and epidemic prevention, innovation incubation (medical field)

Hall 8.2 Trade in Services
Trade in productive services: including financial services (banking, insurance, asset management, etc.), logistics services, information technology services, inspection and testing services, integrated services, supply chain management, etc.
Trade in life services: including services in culture, tourism, education, entertainment and licensing, etc.

Note: The actual layout shall be subject to on-site announcement.

企业商业展展位价格
BOOTH RATES OF ENTERPRISE & BUSINESS EXHIBITION

室内展馆展位价格

光地: 330美元/平方米或人民币2,310元/平方米
（36平方米起）

标准展位: 3,000美元/个或人民币21,000元/个
（9平方米）

室外展场展位价格

光地: 220美元/平方米或人民币1,540元/平方米
（36平方米起）

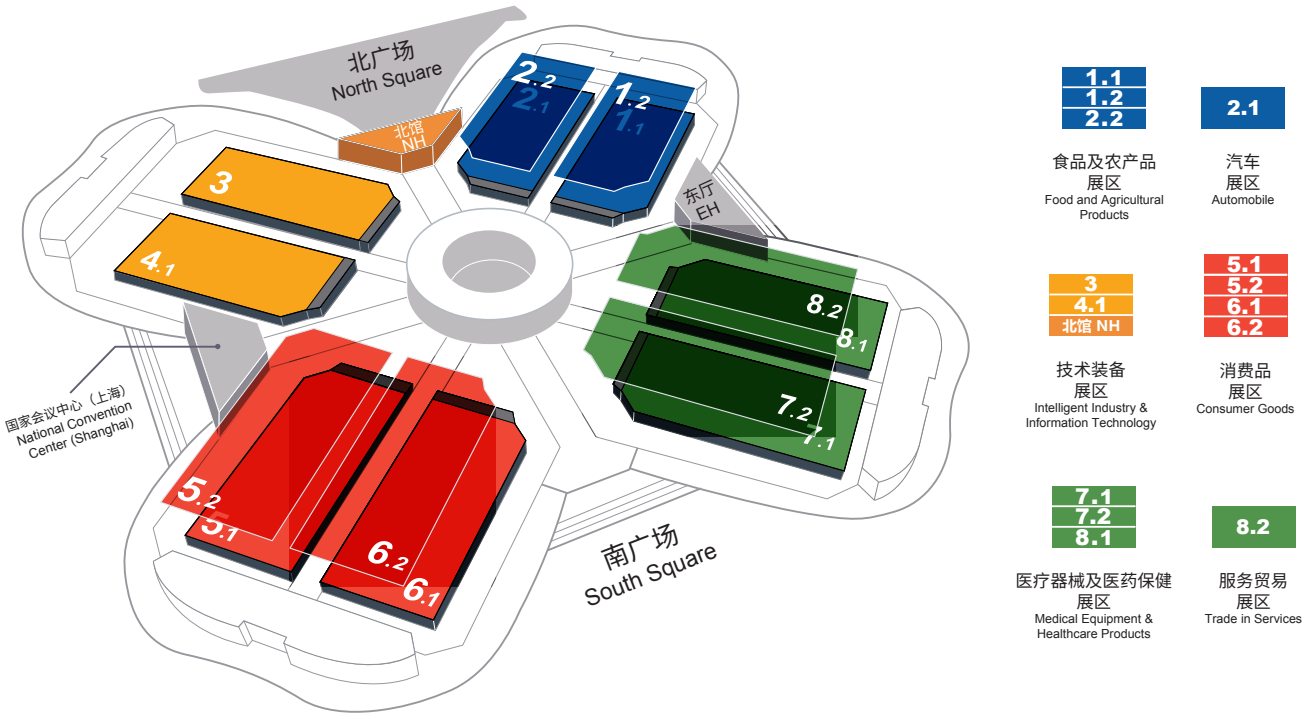
Indoor Booth Rates

Raw Space: USD 330/m^2 or CNY 2,310/m^2 (minimum 36 m^2)
Standard Booth: USD 3,000 /9 m^2 or CNY 21,000 /9 m^2

Outdoor Booth Rates

Raw Space: USD 220/m^2 or CNY 1,540/m^2 (minimum 36 m^2)

*2022年1月31日（含）之前签订参展合同，可享受10%优惠。报名截止日期：2022年5月30日
*Exhibitors that sign exhibition contracts before January 31, 2022 (included) can enjoy a 10% discount. Booking Deadline: May 30, 2022



会展综合体介绍
INTRODUCTION OF THE VENUE

国家会展中心（上海）总建筑面积超过150万平方米，包括展馆、会议中心、商业广场、办公楼和一家高端酒店，集展览、会议、活动、商业、办公、酒店等多种业态为一体，是目前世界上最大的会展综合体。

国家会展中心（上海）位于上海虹桥商务区核心区，与虹桥交通枢纽的直线距离仅1.5公里，通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达，2小时内可到达长三角各重要城市，交通十分便利。

- **展览场馆**：国家会展中心（上海）可展览面积共计近60万平方米，其中室内展厅总面积近50万平方米，北广场室外展场10万平方米，货车可直达各个室内展厅。

- **会议中心**：国家会议中心（上海）是中国国际进口博览会开幕式、虹桥国际经济论坛举办地，包括78个大中小型会议室共5.6万平方米会议面积组成的国际化现代会议设施“群落”。

National Exhibition and Convention Center (Shanghai) is the world’s largest convention and exhibition complex with a total construction area of more than 1.5 million m^2. Facilities at NECC (Shanghai) include exhibition halls, the conference center, the commercial plaza, office buildings and a high-end hotel, integrating functions of exhibition, conference, activity, business, office and hotel.

1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city’s metro line. Because of the convenient national expressway network, the major cities in the Yangtze River Delta region are easily accessed within 2 hours.

- **Exhibition Hall:** The area available to exhibitions at NECC (Shanghai) is nearly 600,000 m^2, including 500,000 m^2 of indoor exhibition hall and 100,000 m^2 outdoor area in North Square, which are all accessible to trucks.

- **Convention center:** National Convention Center (Shanghai) has witnessed the opening ceremony of the CIIE as well as the Hongqiao International Economic Forum. A total of 78 conference rooms of different sizes together with a conference area of 56,000 m^2 constitute a facility “community” for international modern conferences.



报名方式

请联系我们，预订您的展位。

- 在中国国际进口博览会官方网站（www.ciie.org）上进行在线提交
- 发送参展申请邮件至ciie2022@ciie.org

WECHAT

Booth Booking

Please contact us to book your booth as soon as possible.

- Submit online at the official website of CIIE (www.ciie.org)
- Send the application to ciie2022@ciie.org

联系我们

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国家会展中心（上海）

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传真: +86-21-67008811
网址: www.ciie.org

举办地点: 国家会展中心（上海）

主办单位: 中华人民共和国商务部 上海市人民政府

合作单位: 世界贸易组织 联合国开发计划署 联合国贸易和发展会议 联合国粮农组织 联合国工业发展组织 国际贸易中心

承办单位: 中国国际进口博览局 国家会展中心（上海）有限责任公司

Contact us

China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai)

Address: 333 Songze Avenue, Shanghai, China
Hotline: +86-21-968888
Fax: +86-21-67008811
Website: www.ciie.org

Venue: National Exhibition and Convention Center (Shanghai)

Hosts: Ministry of Commerce of the People's Republic of China
Shanghai Municipal People's Government

Partners: World Trade Organization
United Nations Development Programme
United Nations Conference on Trade and Development
Food and Agriculture Organization of the United Nations
United Nations Industrial Development Organization
International Trade Center

Organizers: China International Import Expo Bureau
National Exhibition and Convention Center (Shanghai) Co., Ltd.