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

以瓯海浙商北道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.
1. 食品饮品及农产品展区
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，服饰服饰及配件、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.

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.
**EXHIBITION SCALE**

- **Exhibition area** 20,000m²
- **Over 40 countries and regions invited**
- **About 400 domestic and foreign enterprises participate**
- **More than 4,000 business buyers on site**

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**BOOTH TYPES**

- **Standard Booth**
  - 9m², includes basic fixtures
  - **Shell Scheme**

- **Quality Booth**
  - 9m²/
  - Quality designed and decorated at National Pavilions

- **Trade Area**
  - 36m² minimum

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*Notes:
1) Specific booth prices are subject to consultation with committee staff.
   Please consult the organizing committee for booth rates.
2) The location of all exhibitors will be determined by the Organizer.*
The forum themed with "Jointly expanding the opening-up, innovatively developing the international trade" is temporarily scheduled during 14:30-16:30, September 26th in Wenzhou, about 200 attendants are expected to attend.

**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委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 Ou’hai district, Ou’jiang district, Rui’an city and etc. to attract overseas exhibitors to settle in.

**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.
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.
展会为期三天，累计接待观众107,217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.
媒体聚焦 Media reports

首届展会前期进行了大规模的整合宣传营销，为展会的观众引流带来了成效。展会现场吸引了来自全国 50 余家主流媒体参观报道，全方位多角度呈现展会盛况。

Integrated promotion efforts had been made before, during and after the show, therefore bringing a large number of visitors. Jointly reportage of about over 50 major media all over the country generated a lot of buzz from multiple perspectives.
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