

中国·四川首届跨境电商商品展览
China Sichuan 1st Cross-border E-commerce Commodity Trade Exhibition
2016 年 10 月 13-15 日 中国·四川绵阳
October 13 -15, 2016 Mianyang, Sichuan Province, China

中国·四川电子商务发展峰会
China Sichuan E-commerce Development Summit
暨首届跨境电商商品展览
& 1st Cross-border E-commerce Commodity Exhibition

一、大会名称

I. Event Name

2016 中国(四川)电子商务发展峰会暨首届跨境电商商品展览

2016 China (Sichuan) E-commerce Development Summit & 1st Cross-border E-commerce Commodity Exhibition

二、大会主题

II. Event Theme

创新、融合、共赢

Innovation, Integration and Win-win

三、时间地点

III. Date and Venue

展会时间:2016 年 10 月 13 日-15 日

Duration: October 13 -15, 2016

展会地点:绵阳科技城会展中心

Venue: Mianyang Science & Technology City Exhibition Center

(详细地址:绵阳市高新区飞云大道 488 号)

(Specific Address: No. 488 Feiyun Avenue, High-tech Zone, Mianyang City)

报名截止时间:2016 年 9 月 20 日

Application Deadline: August 30, 2016

报名详询:QQ:13406860 微信号:wangyanxin790 jqkaaa222

For application enquiry, QQ: 13406860 WeChat ID: wangyanxin790 jqkaaa222

联系电话:王艺惠 13880372858 闫路 18522914228

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2016年10月13-15日

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October 13 -15, 2016

Mianyang, Sichuan Province, China

Contact No.: Wang Yihui 13880372858 Yan Lu 18522914228

报名邮箱:sceia2016@153.com

Application E-mail: sceia2016@153.com

四、执行机构

IV. Executive Agency

成立 2016 中国(四川)电子商务峰会绵阳执委会,负责统筹各项组织工作。

Mianyang Executive Committee for 2016 China (Sichuan) E-commerce Development Summit has been established, to be responsible for planning and organization as a whole.

主任:彭宇行 绵阳市市委书记

Director: Peng Yuxing, Municipal Party Secretary of Mianyang City

刘 超 绵阳市人民政府市长

Liu Chao, Mayor of Mianyang Municipal Government

副主任:李亚莲 绵阳市市委常委

Deputy Director: Li Yalian, Municipal Standing Committee of Mianyang City

韩圣健 绵阳市人民政府副市长

Han Shengjian, Deputy Mayor of Mianyang Municipal Government

五、展会名称:首届跨境电商商品交易博览会(跨境电商商品购物节)

V. Exhibition Name: 1st Cross-border E-commerce Commodity Expo (Cross-border E-commerce Commodity Shopping Festival)

六、展会地点:四川绵阳会展中心 B 馆

VI. Exhibition Venue: Pavilion B, the Convention and Exhibition Center of Mianyang City, Sichuan

(地址:绵阳市高新区飞云大道 488 号)

(Address: No. 488 Feiyun Avenue, High-tech Zone, Mianyang City)

七、展位面积:4559 m²

VII. Booth Area: 4559m²

八、展会时间:2016年10月13日-10月15日(9:00-15:30)

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VIII. Exhibition Duration: October 13 to October 15, 2016 (9:00-15:30)

(展商提前 30 分钟进馆, 推迟 30 分钟离馆。)

(Exhibitors will enter the pavilion 30 minutes in advance,
and leave the pavilion 30 minutes later.)

九、展位示意图: 详见附表一

IX. Booth Schematic Diagram: as shown in attached Schedule I.

十、展位提供

X. Booth Supplies

展会主办方提供的工具及服务范围(免费场地; 3*3 标准展位提供桌、椅)。

Tools and services provided by the exhibition organizer (free site; 3*3 standard booth with a table and chairs).

十一、参展形式及目的

XI. Exhibition Forms and Purposes

1、展览展示; 2、销售商品; 3、商务谈判; 4、签约合作; 5、接触新用户; 6、提升企业形象; 7、与用户互动;

1. Exhibition & presentation; 2. Sales of goods; 3. Business negotiation; 4. Agreement signing and cooperation; 5. Contact with new users; 6. Enterprise image promotion; 7. Interaction with users;

商务对接会 2 场:

进口商务对接会

出口商务对接会

business joint meetings:

Import Business Joint Meeting

Export Business Joint Meeting

场地设置在四星级以上酒店

场地面积: 200 平米

Venue will be set in four-star hotel or above

Venue area: 200 m²

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十二、参展分类

XII. Exhibition Classification

(一) 参展区域:

(I) Exhibition Zone:

国际馆展区共设置 7 个展位, 面积 300 平米/个。出口展区共设置 4 个展位, 面积 400 平米/个。跨境电商第三方服务类展览区共设置 80 个展位, 面积标准展位 3*3 平米。设立展览室外展示区域, 专供大型设备外贸型企业。

The International Pavilion Exhibition Zone is consisted of 7 booths, with each booth covering an area of 300m². The Export Exhibition Zone is consisted of 4 booths, with the area of 400m² for each. The exhibition zone for third-party services of cross-border E-commerce is consisted of 80 booths, with the area of a standard booth to be 3*3m². Set the outdoor demonstration area dedicating for Export-oriented Businesses of heavy equipment exporting

(1) 进口商品区: 设置企业馆展区

(1) Imported Commodity Exhibition Zone: Exhibition zone of national pavilions will be established.

(2) 出口商品区:

(2) Exported Commodity Exhibition Zone:

(3) 跨境电商第三方服务类展览区。

(3) Exhibition zone for third-party services of cross-border E-commerce

(4) 室外展示区域, 供大型设备出口的外贸型企业。

(4) Outdoor demonstration area for Export-oriented Businesses of heavy

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equipment exporting.

(二) 参展产品

(II) Exhibition Products

(1) 参展种类: 进口商品、出口商品、平台信息、第三方服务信息等;

(1) Exhibition Product Types: imported commodities, exported commodities, platform information, and third-party service information;

(2) 展品运输: 由参展方负责;

(2) Exhibition Product Transportation: undertaken by the respective exhibitor;

(3) 布展及撤展时间

(3) Exhibition Set-up and Dismantling Time

布展日期:

Exhibition Set-up Date:

2016年10月8—11日(8:30-17:30)

October 8 -11, 2016 (8:30-17:30)

10月8日上午开始布展, 12日上午展品进馆。

Exhibition set-up will start on the morning of October 8, and exhibition products will enter the pavilion on the morning of October 12.

撤展日期:

Exhibition Dismantling Date:

2016年10月15日(17:00开始至撤完)

Exhibition dismantling will start on October 15, 2016 (at 17:00 until completion)

(4) 征集商品与实物, 不求多, 但求精。做好样品的分类和编号, 整理统计商品详细信息。

(4) Commodities and material objects of high quality are to be collected. Samples will be well classified and numbered, so as to arrange and calculate detailed commodity information.

(5) 批量制作所有商品(二维码), 打印到不干胶纸上贴于样品上。剪下每个商品标签, 贴到相关商品实物上。

(5) Bar codes of all commodities will be made in batches, printed on the self-adhesive paper and pasted to respective samples. Product labels will be cut off

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and pasted to respective material objects.

(三) 宣传资料

(III) Promotional Materials

(1) 主办方统一印刷参展企业简单介绍及参展品类(会刊);

(1) The Organizer will prepare promotional materials on a unified basis, making brief introduction to exhibitors and their exhibition products (Exhibition Catalogue);

请各参展企业及有关机构将资料于 2016 年 9 月 20 日前发至承办方邮箱 **sceia2016@153.com**;

Exhibitors and relevant institutions are required to send their data to the Co-organizer's E-mail **sceia2016@153.com** before September 20, 2016;

(2) 各企业及机构可自行准备宣传册及宣传页, 在各自的展位中发放。

(2) Exhibitors and relevant institutions may prepare and distribute their promotional brochures and leaflets in their own booths.

(四) 展位设计

(IV) Booth Design

1、展位设计原则

1. Booth Design Principle

(1) 考虑展位利用率的最大化; (2) 考虑人流心理及流向; (3) 符合参观对象的审美导向; (4) 考虑施工难度及成本因素; (5) 考虑安全性。

During the booth design, considerations are taken to the following factors: (1) maximization of booths' utilization rate; (2) people's thinking and flow direction; (3) conformance with visitors' aesthetic orientation; (4) construction difficulties and cost factors; (5) safety.

2、展台设计要求

2. Booth Design Requirements

(1) 多数参观者来展会的目的是为了搜集信息, 因此展台需要布置得非常醒目, 以吸引人们的注意力, 还要能传达企业的某些具体信息。

(1) Most visitors come to the exhibition for the purpose of collecting information; therefore, decoration of booths shall be eye-catching, to attract visitors' attention, and present exhibitors' specific ideas.

(2) 展会是发布新产品的好机会, 企业的最新产品应当在展台上有所体现。

(2) It is a good opportunity for a company to release new products during an

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exhibition; as a result, a company's latest products shall be exhibited in the booth.

(3)在展会上划出一块远离公众视线的安静区域,这样可以方便潜在顾客同销售人员私下讨论他们的要求,也可用做展台工作人员的休息场所。

(3) A quiet area away from the public will be arranged in the exhibition, for the convenience of private negotiations between potential customers and sales personnel. In addition, such area may serve as the lounge for booth staff.

3、展位设计(略)

3. Booth Design (Omitted)

(五)展位搭建

(V) Booth Set-up

1、由参展单位自行搭建展位

1. Exhibitors shall set up their booths on their own.

2、展位具体标位由主办方规划指定区域

2. The specific standard booth shall be planned and assigned by the Co-organizer.

(六)参展人员

(VI) Exhibitors

1、各参展单位请将参展信息详细填写;(附件二和附件三)

1. All exhibitors are required to fill exhibition information in details; (Schedule II & Schedule III)

2、各参展单位应妥善配合主办方布展、撤展,保障参展安全;

2. All exhibitors shall properly cooperate with the Organizer in exhibition set-up and dismantling, and guarantee the exhibition safety;

3、各参展单位自行安排好展览资料的发放,物品的运输、保管、分类、销售、领取、统一回收等。

3. All exhibitors shall make arrangements by themselves on distribution of their exhibition materials, as well as transportation, storage, classification, sales, collection and unified recycle of their own materials.

(七)邀请对象

(VII) Invited Targets

1、邀请全国各大平台采购商参会;

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1. To invite national purchasers of various platforms to participate in the event;
2、面向国内的 B2C、O2O 的平台招商;
2. To attract investments from domestic B2C and O2O;
3、邀请国内的外贸企业参展;
3. To invite domestic and foreign export trade enterprises to participate in the exhibition;
4、邀请跨境电商第三方服务企业参展。
4. To invite cross-border E-commerce third-party service enterprise to participate in the exhibition;
5、邀请各国投资促进局及商协会组织企业参会。
5. To invite chambers of commerce and investment promotion bureaus of various countries to participate in the event.

(八)营销方式:

(VIII) Marketing Methods:

- 1、针对 B2B:邀请全国各大平台采购参会;
1. For B2B: to invite national purchasers of various platforms to participate in the event;
- 2、针对 B2C:现场销售、零售、批发;
2. For B2C: field sales, retail and wholesale;
- 3、国外销售平台各类卖家选品会;
3. Commodity fair of various sellers from foreign sales platform;
- 4、国际商品现场采购商洽会;
4. Negotiation meetings of international commodity field purchase;
- 5、各大海外平台对接会;
5. Communication meetings with various foreign platforms;
- 6、海外仓建立洽谈;
6. Negotiations on establishment of foreign warehouses;
- 7、各类第三方协作洽谈;
7. Negotiations on cooperation of third parties;

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8、各类产业园区、孵化器对接洽谈；

8. Docking discussion of various industrial parks and incubators;

9、国际法务、支付等商洽；

9. Negotiations in respect of international legal affairs and payment;

10、品牌建设服务、各类咨询服务商洽；

10. Negotiations in connection with brand establishment services and various consultation services;

11、金融投资服务；

11. Financial investment services;

12、人才培养服务；

12. Talent training services;

十三、购物节营销计划

XIII. Marketing Plans for the Shopping Festival

购物节推广计划

Promotion Plans for the Shopping Festival

1、在展会、购物节前期, 在全省范围内通过线上、线下多渠道媒体进行传播推广；

1. To promote through online and offline multi-channel media within the whole province in the early stage of the Exhibition and the Shopping Festival;

2、各大商业综合体进行推广；

2. To promote in various commercial complexes;

3、在全国新媒体进行推广；

3. To promote through new national media;

4、统一安排免费购物车引流客源；

4. To arrange free bus for shopping to attract customer source;

购物节现场销售模式

Field Sales Mode of the Shopping Festival

1、进口参展商商品, 如属一般贸易进口可现场销售；

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1. Exhibitors' imported commodities may be sold on the spot if they belong to general trade imports;

2、进口参展商商品,如属保税仓及海外直邮商品,可设样品区,设置二维码扫描,实行网络下单销售;

2. For exhibitors' imported commodities that belongs to commodities of bonded warehouse and overseas direct mail, the sample area and barcode scanning may be set, and sales through network order may be applied;

十四、展会活动安排

XIV. Exhibition Activity Arrangement

扫描二维码关注公众号;

To scan the QR Code and follow the official account;

分享现场图片至朋友圈;

To share scene pictures to WeChat Moments;

领取精美纪念礼品一份;

To receive a nice souvenir;

活动内容 2:(邀请名人或者网红进行直播展会。)

Activity 2: (to invite celebrities or instant online celebrities for live broadcast of the exhibition)

现场人物采访或短视直播

On-the-spot interview or short-video live broadcast

十五、会后总结

XV. Conclusion after Exhibition

展会的收尾工作内容如下:

Finishing work of the exhibition shall be described as follows:

1、总结数据,分类统计信息。

1. To summarize data, so as to calculate information in accordance with classification.

2、会后搜集到信息的跟踪处理工作。展会结束后,进行展会跟踪报道宣传。

2. To follow up and treat the information collected after the exhibition. To carry out the follow-up report and promotion of the exhibition after the exhibition ends

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十六、参展工作人员

XVI. Exhibition Staff

参展工作人员:绵阳市相关协作部门

Exhibition Staff: Relevant Cooperating Departments of Mianyang City

展览策划公司

The Exhibition Planning Company

四川省跨境电子商务协会

Sichuan Cross-border E-commerce Association

雨果网

附件一:《展位示意图》

Attachment I: Booth Schematic Diagram

附件二:《参展报名表》

Attachment II: Exhibition Application Form

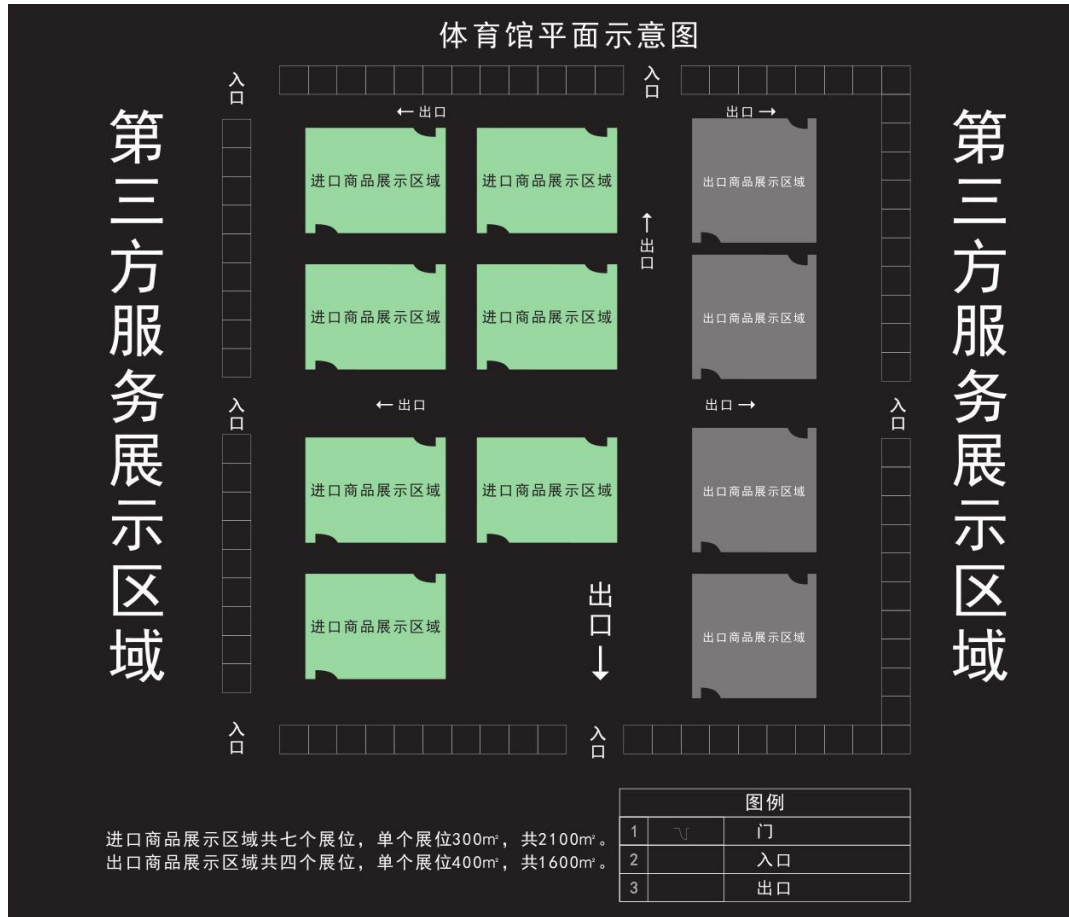
附件三:《参展证人员信息表》

Attachment III: Personnel Information Form of Exhibitor Pass

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附件一：《展位示意图》

Attachment I: *Booth Schematic Diagram*



体育馆平面示意图	Stadium Schematic Plan
入口	Entrance
出口	Exit
第三方服务展示区域	Third-party Service Exhibition Zone
进口商品展示区域	Imported Commodity Exhibition Zone
出口商品展示区域	Exported Commodity Exhibition Zone
进口商品展示区域共 7 个展位，单个展位 300m ² ，共 2100 m ² 。	Imported Commodity Exhibition Zone is consisted of 7 booths, with each booth covering an area of 300m ² , and total area reaching 2100 m ² .
出口商品展示区域共 4 个展位，单个展位 400m ² ，共 1500 m ² 。	Exported Commodity Exhibition Zone is consisted of 4 booths, with each booth covering an area of 400m ² , and total area reaching 1500 m ² .

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附件二： 参展报名表

请填写完成后发邮件 sceia2016@153.com

公司名称					组织机构代码证号	
公司地址						
联系人	姓名	性别	职务	手机	传真	
	邮箱					
参会人员	姓名	性别	职务	手机	身份证号	
企业简介(100字左右)						
经营范围						
企业性质	<input type="checkbox"/> 投资商 <input type="checkbox"/> 生产商 <input type="checkbox"/> 代理商 <input type="checkbox"/> 进口商 <input type="checkbox"/> 出口商 <input type="checkbox"/> 投融资机构 <input type="checkbox"/> 其它					
参展展品						
是否需要代定酒店	<input type="checkbox"/> 是 <input type="checkbox"/> 否		<input type="checkbox"/> 单间 <input type="checkbox"/> 标准间			
联系单位	四川省跨境电子商务协会					
联系人	闫路	18522914228	李婧	18628221412	邮箱	sceia2016@153.com
备注(此项必填)	本次参展活动尚未明确政府补助事项, 如无政府补贴是否参展? <input type="checkbox"/> 是 <input type="checkbox"/> 否					

温馨提示:

如果您因某特殊原因不能如约参加,您可以安排他人代表参加, 不额外收费。如若取消参会, 请您在参展开始前至少 20 个工作日通知, 谢谢您!

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Attachment II: Exhibition Application Form

Please send it to E-mail sceia2016@153.com after filling.

Company Name						Organization Code	
						Certificate No.	
Company Address							
Contact Person	Name	Sex	Position	Mobile Phone	Fax		
	E-mail						
Participants	Name	Sex	Position	Mobile Phone	Identity Card No.		
Company Profile (100 words or so)							
Business Scope							
Enterprise Nature	<input type="checkbox"/> Investor <input type="checkbox"/> Manufacturer <input type="checkbox"/> Agent <input type="checkbox"/> Importer <input type="checkbox"/> Exporter <input type="checkbox"/> Investment & Financing Institution <input type="checkbox"/> Others						
Exhibits							
Hotel Reservation	<input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Single Room <input type="checkbox"/> Standard Room				
Contact Company	Sichuan Cross-border E-commerce Association						
Contact Person	Yan Lu	18522914228	Li Jing	13880372858	E-mail	sceia2016@153.com	
Remarks (Required)	Government subsidies of the exhibition activity have not been confirmed yet. Will you participate in the exhibition without government subsidies? <input type="checkbox"/> Yes <input type="checkbox"/> No						

Warm prompt:

If you cannot participate in the exhibition due to special reasons, you may arrange others to participate in the exhibition without additional charges. If you would like to cancel it, please notify us at least 20 working days before the opening of the exhibition. Thank you!

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附件三:

首届跨境电商商品交易博览会

参展证人员信息表

此表格每项必填

请填写完成后发邮件 sceia2016@153.com

姓名:		性别:	<input type="checkbox"/> 男 <input type="checkbox"/> 女
国家/地区:		职务:	
公司名称:		证件类型:	参展证
证件类型:	<input checked="" type="checkbox"/> 身份证 <input type="checkbox"/> 护照	证件编号 (身份证号):	
手机号码:			
电话:		格式:86-区号-电话号码	

注: (1) 参展企业须提供资料如下:

企业营业执照等有关证照(格式为 jpg, 上传文件小于 2M。营业执照加盖公章扫描件)

法人身份证复印件(格式为 jpg, 上传文件小于 2M。)

(2) 参展人员须提供资料如下:

1. 照片: 标准证件照, 格式为 **JPG**, 上传文件小于 **2M**。标准证件照尺寸 **390*487** 像素, 证件照背景为红、白、蓝。

2. 身份证(护照): 二代身份证(正反面)或护照的有效页面。格式为 **JPG**, 上传文件小于 **2M**。

温馨提示:

如果您因某特殊原因不能如约参加,您可以安排他人代表参加,不额外收费。如若取消参会,请您在参展开始前至少 **20** 个工作日通知, 谢谢您!

中国·四川首届跨境电商商品展览
 China Sichuan 1st Cross-border E-commerce Commodity Trade Exhibition
 2016年10月13-15日
 October 13 -15, 2016

中国·四川绵阳
 Mianyang, Sichuan Province, China

Attachment III:

**1st Cross-border E-commerce Commodity Expo
 Personnel Information Form of Exhibitor Pass**

Filling each item is required.

Please send it to E-mail sceia2016@153.com after filling.

Name:		Sex:	<input type="checkbox"/> Male <input type="checkbox"/> Female
Country/ Region:		Position:	
Company Name:		Certificate Type:	Exhibitor Pass
Certificate Type:	<input checked="" type="checkbox"/> ID Card <input type="checkbox"/> Passport	Certificate No. (ID Card No.):	
Mobile Phone:			
Telephone		Format: 86-regional code- telephone No.	

Notes:

(1) Exhibitors shall provide the following materials:

Photos of relevant certificates like the business license (jpg format, with the uploading file less than 2M. Scanned copy of the business license with the official seal)

Copy of the Legal Representative's Identity Card (jpg format, with the uploading file less than 2M.)

(2) Personnel of exhibitors shall provide the following materials:

1. Photos: standard certificate photo with JPG format and the uploading file less than 2M. A standard certificate photo shall be of 390*487 pixels, with red, white or blue photo background.

2. Identity Card (passport): 2nd-generation Identity Card (both sides) or valid pages of the passport, with JPG format and the uploading file less than 2M.

Warm prompt:

If you cannot participate in the exhibition due to special reasons, you may arrange others to participate in the exhibition without additional charges. If you would like to cancel it, please notify us at least 20 working days before the opening of the exhibition. Thank you!