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POST SHOW REPORT 展 后 报 告 2020

中国(青岛)国际进口消费品博览会

China (Qingdao) International Import Consumer Goods Fair 2020

同期
举办



2020青岛国际进口葡萄酒精品展

Concurrent event: Qingdao International Imported Wine Exhibition

2020.12.18-20 青岛世界博览城

China Qingdao Cosmopolitan Exposition

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JUNSHENG





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ENJOY SHOPPING WITH SELECTED GLOBAL GOODS

20,000m²

展览面积
Exhibition Area

标准展位650个
650 Standard Booths

600+

参展企业
Exhibitors

参展国家与地区45个
Brands from 45 Countries and Regions

33,583

观展人次
Visitors

专业观众占72%
Professional Visitors Accounted for 72%

40+

线上线下论坛活动
Activities for online and offline







2020中国(青岛)国际进口消费品博览会(简称“青岛进口博览会”)已于2020年12月18-20日在青岛世界博览城圆满落下帷幕。

在全球抗击疫情的大环境下,这场为期三天的展会依旧顺利召开,吸引了行业各界人士的积极响应,通过参与展会活动为城市经济复苏,进口产业回暖与进一步升级发展奠定了重要基础。尽管出行条件受限,仍有来自45个国家及地区的海外品牌通过驻华使领馆、商协会、代理商等机构支持下积极参与展会亮相,包括意大利、日本、泰国、加拿大、斯里兰卡、越南等国际展团携手参与线上展,带领更多企业借助线上平台的辅助与国内采购商建立沟通。各领域各地区权威行业机构加盟,助力青岛进口博览会不断迈向更宽阔的行业领域。

2020 China (Qingdao) International Import Consumer Goods Fair (hereinafter referred to as "Qingdao Import Fair") has been successfully held in Qingdao Cosmopolitan Exposition during December 18 to 20 in 2020. In the context of global epidemic fighting, the three-day exhibition was still held smoothly and attracted people from all walks of life to attend, which laid the important base for the recovery of economy and import industry as well as the further industrial escalation. Despite the limited travel conditions, overseas brands from 45 countries and regions actively participated in the exhibition with the support of embassies and consulates in China, commercial associations, agents and other forms. Besides, due to the international travel limits, some national pavilions like Italy, Thailand, Canada, Sri Lanka, Vietnam and etc were not available to attend the exhibition on site, they chose to organize their enterprises to attend the online exhibition to establish the relationship with domestic buyers. With the support of authoritative organizations from different sectors and regions, Qingdao Import Fair could step into a wider field.

主办单位:

中国国际商会山东商会

中国食品工业协会营养指导工作委员会

承办单位:

山东省贸促会贸易投资服务中心

青岛骏晟国际会展有限公司

协办单位:

日本贸易振兴机构青岛代表处

中国台湾两岸经贸交流协会

支持单位:

柬埔寨驻华大使馆商务处

济南进口食品协会

威海市跨境电子商务协会

澳门会议展览业协会

HOSTS:

China Chamber of International Commerce Shandong Chamber

Advisory Committee on Nutrition Guidance of China National Food Industry Association

ORGANIZERS:

Trade and Investment Service Center of CCPIT Shandong

Qingdao Junsheng International Exhibition Co., Ltd.

CO-ORGANIZER:

JETRO Qingdao

China Taiwan Cross Strait Exhibition Association

SUPPORTING UNITS:

Commercial Section of Royal Embassy of Cambodia in China

Jinan Imported Food Association

Weihai Cross-Border E-Commerce Association

Macao Convention & Exhibition Association



中国食品工业协会营养指导工作委员会会长杜荷

Duhe, the president of Advisory Committee on Guidance of China National Food Industry Association

中国国际商会山东商会副秘书长、山东省贸促会贸易投资服务中心主任马光伟

Ma Guangwei, the deputy secretary general of China Chamber of International Commerce Shandong Chamber, the director of Trade and Investment Service Center of CCPIT Shandong

日本贸易振兴机构青岛代表处所长吉川明伸

Mr. Yoshikawa Akinobu, the director of Jetro Qingdao Office

乌拉圭驻华大使馆投资经贸主管兼一等秘书费德里科·拉赫先生Federico Lage

Mr. Federico Lage, the director of investment and trade and first secretary of Embassy of the Oriental Republic of Uruguay in China

出席开幕式并致辞

attended the opening ceremony and delivered their speeches.

青岛市贸促会副会长唐旭艳

Tang Xuyan, the vice president of CCPIT Qingdao Sub-council

青岛市西海岸新区会展办副主任梁亮

Liangliang, the vice director of the exhibition office of The West Coast New Area of Qingdao

乌干达驻华大使馆临时代办Charge D' Affairs—Mr. Oundo Charles Mukaga

Mr. Oundo Charles Mukaga, the Charge D' Affairs of Embassy of the Republic of Uganda in China

山东省贸促会贸易投资服务中心宋新生先生

Mr. Song Xinsheng from Trade and Investment Service Center of CCPIT Shandong

巴基斯坦商会代表李龙

Mr. Aqeel Ahmed Chaudhry, the representative of Pakistan chamber of commerce

中国印度交流中心秘书长龚慧

Gong hui, the general secretary of CHINA INDIA EXCHANGE CENTER

瓦努阿图驻华大使馆代表张凤菊

Zhang fengju, the representative of Embassy of The Republic of Vanuatu in China

叙利亚驻华大使馆代表董博

Dong Bo, the representative of Embassy of The Syrian Arab Republic in China

南澳溪谷风酒庄总经理赵传钰

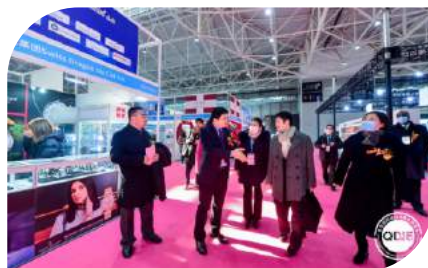
Zhao Chuanyu, the general manager of GULLY WINDS WINERY

希尔企业有限公司董事长吴俊

Wujun, the chairman of C.L. Enterprise GmbH

等领导嘉宾及企业代表出席开幕式

and other representatives attended the opening ceremony



The Exhibits Come From 45 Countries and Regions

展品来自45个国家及地区

亚洲 Asia



欧洲 Europe



非洲 Africa



大洋洲 Oceania



北美洲 North America



南美洲 South America



参与本次博览会的官方机构

The official institutions are as follows:

日本贸易振兴机构青岛办事处
Jetro Qingdao Office

乌干达驻华大使馆
Embassy of The Republic of Uganda in China

乌拉圭驻华大使馆
Embassy of The Oriental Republic of Uruguay in China

柬埔寨驻华大使馆
Royal Embassy of Cambodia in China

多哥共和国驻华大使馆
Embassy of the Republic of Togo in China

瓦努阿图驻华大使馆
Embassy of The Republic of Vanuatu in China

叙利亚驻华大使馆
Embassy of The Syrian Arab Republic in China

巴基斯坦商会
Pakistan chamber of commerce

波兰投资贸易局

Polish Investment & Trade Agency

中国印度交流中心
China India Exchange Center

中日国际客厅
Qingdao International Business Hub (Japan)

泰国商会
Thailand Chamber of Commerce

亚中伙伴关系中心
Armenian Chinese Partnership Center

澳门会议展览业协会
Macao Convention & Exhibition Association

济南进口食品协会
Jinan Imported Foods Association

威海市跨境电子商务协会
Weihai Cross-Border E-Commerce Association

中国台湾两岸经贸交流协会
Taiwan Cross Strait Exhibition Association



Four theme exhibition areas gathered excellent global goods
Eight highlight sectors brought all-round experience for quality life
四大主题展区搜罗全球好物
八大高光板块带来全方位品质生活体验



家居日用品
Household Items



美妆日化
Cosmetics



母婴用品
Maternal and infant Supplies



数码家电
Digital and Home Appliances



休闲食品
Snack Food



红酒及烈酒
Wine & Spirits



咖啡及相关饮品
Coffee & Coffee Drinks



高端饮品
High-end Beverage



创意玩具
Toys



珠宝首饰/时尚饰品
Jewelry



服饰及配件
Clothing and Accessories



箱包
Luggage and Bags



乳制品
Dairy Product



母婴食品
Baby food



精品肉类
Meat



冷冻食品
Frozen Food



医美保健品
Health Care Products



工艺品礼品
Arts and Crafts



跨境电商及物流
Cross-border E-commerce Service



服务贸易机构
Service Trade



水产品
Sea Food



鲜果蔬菜
Fresh Fruits and Vegetables



烘焙食品
Bakery Product



食品半成品及配料
Semi-Finished Products and ingredients

33,583

A total of **33,583** people visited the exhibition during the three-day exhibition period

三天展期观展人次共计**33,583**人次



72%

Professional audiences such as agents and dealers account for **72%**

代理商、经销商等专业观众占比**72%**



17.3%

Professional audiences outside Shandong province accounted for **17.3%**

山东省以外的专业观众占比**17.3%**



96.2%

visitors expressed the satisfaction

观众满意度达到**96.2%**

It was the first time for me to visit the Qingdao Import Fair, and felt glad to see that Shandong could hold this kind of exhibition. All the businesses were affected by this year's outbreak, but with the help of exhibition, we can exchange and share our ideas, discuss the difficulties we have met as well as explore the new direction for business cooperation. I have also met some new suppliers in this exhibition, and hope next year I can visit it again if there is a chance. It would be better if there could be more products appearing and hope the exhibition could get better year by year.

“

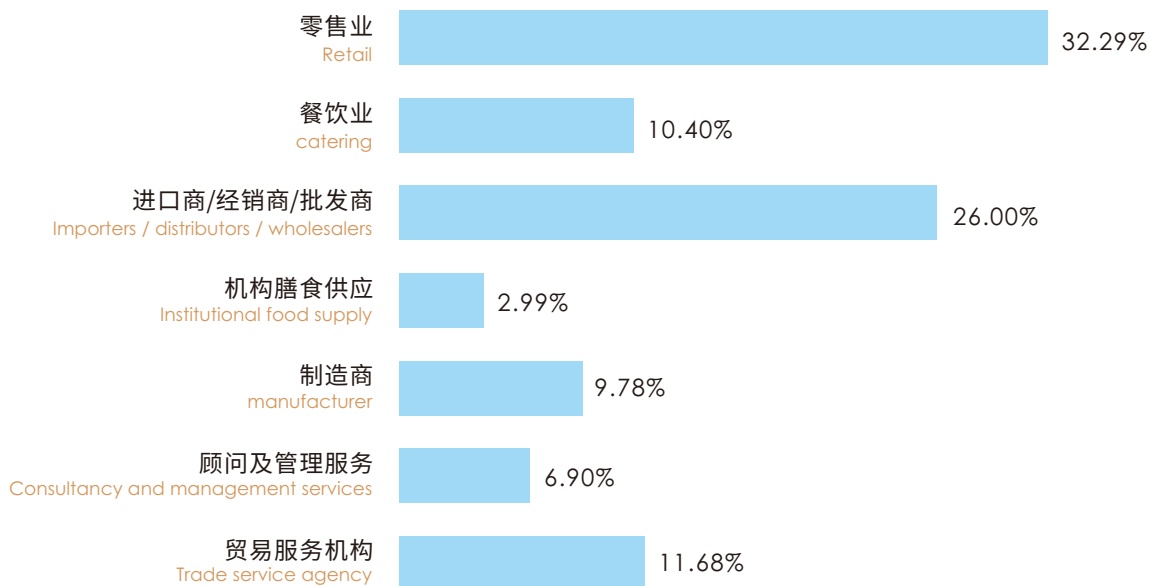
观众寄语
Visitor Message

第一次参观青岛进口博览会，很高兴在山东能举办此类展会，今年的疫情冲击使大家的业务都受到影响，通过这个平台大家可以一起交流分享，探讨共同面临的难题，寻求业务合作的新方向。此次展会中接触到了不少新产品供应商，希望明年也有机会再次过来参观，期待明年会有更多优质产品参展，祝展会越做越好。



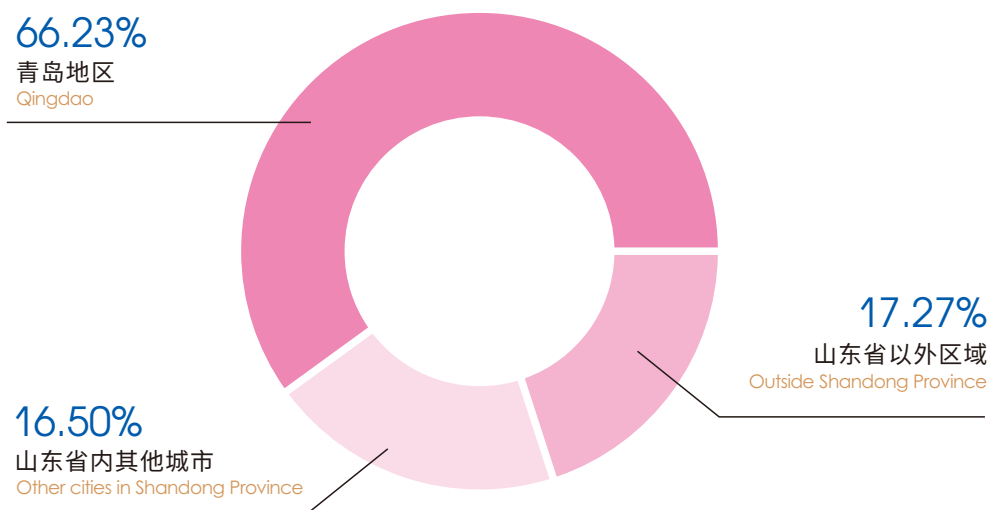
专业观众主要业务类型

The Sector of Professional Visitor



专业观众主要来源地分布

The Region of Professional Visitor



TOP 10
Visitors'
Favorite

采购商关注度高的展品 PRODUCTS

进口食品馆 Import food hall

休闲食品	Snacks
乳制品	Dairy products
儿童食品	Children's food
肉类	meat
烘焙食品	Baked Goods
母婴食品	Mother and baby food
有机食用油	Organic edible oil
葡萄酒及烈酒	Wine & Spirits
饮料/咖啡	Beverages / coffee
干果/鲜果蔬菜	Dry/fresh fruits & vegetables

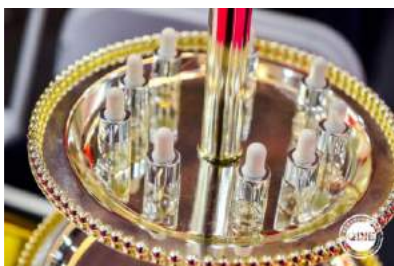


TOP 10
Visitors'
Favorite

采购商关注度高的展品 PRODUCTS

品质生活馆 Quality life Hall

居家日用品	Household Items
美妆日化	Cosmetics
母婴用品	Mother and baby products
数码家电	Digital appliances
玩具	Toys
工艺品礼品	Arts & crafts and gifts
珠宝首饰/饰品	Jewelry
服饰及配件	Clothing and accessories
鞋包	Shoes / bags
贸易服务机构	Trade service agency



83.2%

Exhibitors Intend to
Attend the
Exhibition Again
近9成展商有意再次参展



45

Countries and
Regions
45个国家和地区参展



10,000+

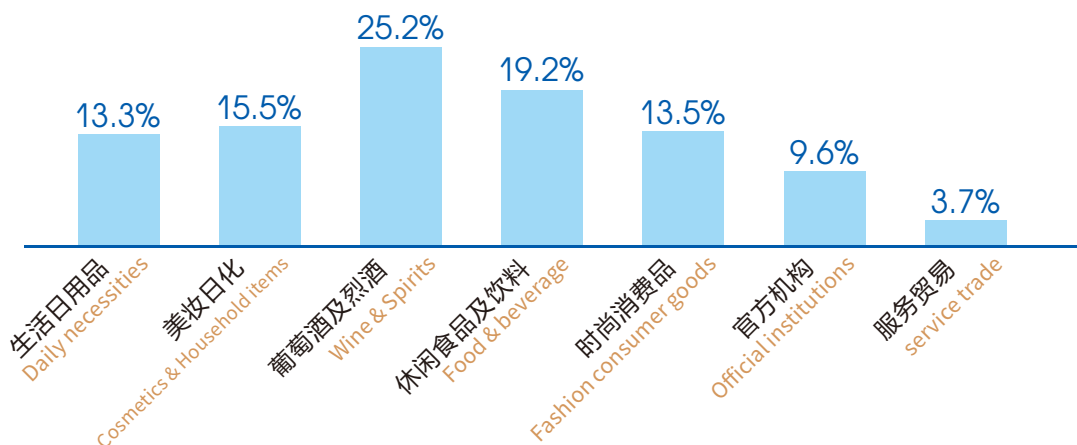
Exhibits
超10,000件展品展示



95.6%

Exhibitors Expressed
Satisfaction
展商满意度达到95.6%

参展商业品类分布 EXHIBITS TYPE PROPORTION





现场举办了日本商品推介会、葡萄酒大师班、线上境外优秀企业展示等多个交流展示活动。

本届博览会还突出“展会+互联网”特色，充分发挥新媒体、云平台等信息技术优势，实现线上线下双向互动，加强展前展中，线上线下供需撮合，举办展前供需对接会，着力提升各方获得感，力求取得更务实的成效，惠及更多企业。线上展示平台从2020年6月上线以来，得到了近20个国家驻华机构的支持，已成功举办意大利、越南、泰国、加拿大、日本、立陶宛等15场线上商贸对接会交流会。

Several activities like Japanese products presentation, wine master classes and overseas enterprises poster display were held on site.

This fair also featured with "exhibition + Internet", gave full play to the information technology advantages like new media and cloud platform, realizing the two-way interaction for online and offline, strengthening the matching of supply and demand so as to enhance the sense of gain and strive to achieve more practical results and benefit more enterprises. Since launched in June 2020, the online exhibition platform has been supported by several foreign institutions in China from nearly 20 countries. And several online business matchmaking conferences were held successfully such as Italy, Vietnam, Thailand, Canada, Japan, Lithuania and other countries.

日本商品推介会

Japanese Products Presentation

26

推介企业
Enterprises

120+

采购商
Purchasers



境外优秀企业展示

Overseas Enterprises Display

69

境外企业
Enterprises

600+

产品展示
Product



线上对接会

Online Matchmaking Conference

12

场次
Sessions

320

境外企业
Enterprises

800+

国内采购商
Domestic Purchasers









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排名不分先后 Listed in random order

新媒体 New Media



专业媒体 Professional Media



行业媒体 Industry Media (部分logo展示)



聚焦全球
共享活力市场
*Focus on a Vibrant
Global Market*

SEE YOU IN 2021

不 见 不 散



Qingdao Import Expo
青岛进口博览会

中国(青岛)国际进口产业博览会

China (Qingdao) International Import Industry Expo 2021

2021年6月25-27日

25-27 June 2021

中国·青岛世界博览城

China Qingdao Cosmopolitan Exposition

30,000m²

展览面积
Exhibition Area

标准展位1200个
12000 Standard Booths

820+

参展企业
Exhibitors

预计参展国家与地区40个以上
40 Countries and Regions are
Expected to Participate

62,000+

观展人次
Professional Buyers

预计专业观众占72%以上
Professional Visitors are Expected to
Account for More Than 72%

40+

线上线下活动
Activities

JUNSHENG

