

聚焦全球  
共享活力市场

*Focus on a Vibrant  
Global Market*



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

食品/  
饮料

FOODS/DRINKS

葡萄酒/  
烈酒

WINE / SPIRITS

家居  
日用品

HOUSEHOLD ITEMS

时尚  
消费品

FASHION CONSUMER GOODS

美妆  
日化

COSMETICS

服务贸易  
配套

SERVICE TRADE

2021年6月25-27日  
25-27 June 2021

中国·青岛世界博览城

China Qingdao Cosmopolitan Exposition

QIIE 2021

CHINA · QINGDAO





30,000m<sup>2</sup>

展览面积  
Exhibition Area

标准展位1200个  
1200 Standard Booths

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%

820+

参展企业  
Exhibitors

预计参展国家与地区45个  
45 Countries and Regions are  
Expected to Participate



40+

线上线下论坛活动  
Activities

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

QIIE青岛进口博览会作为优质的进口产业贸易盛会,是目前国内北方地区进口行业综合性品牌盛会之一。所有参展商或来自国外企业或是在华机构、进口商及代理商。上届展会总展出面积达到20000平方米,共吸引来自45个国家及地区的600家展商与33583人次观众参加此次盛会。

2021青岛进口博览会全新升级打造六大主题产品板块。各个特色主题展区及一系列商贸活动将共同打造精彩纷呈的舞台,商贸对接、论坛活动等互动交流渠道也将更好地满足国内观众在QIIE展会上对全球供应链、服务和市场拓展的需求。为进口行业品牌与国内优质买家构建高效、高质、精准的一站式专业商贸平台。QIIE 2021邀您聚力进口产业升级,共享全球商品资源!

As a high-quality trade event, QIIE Qingdao Import Expo is one of the comprehensive exhibition of the import industry in northern China at present. The exhibitors are comprised of foreign enterprises, foreign institutions in China, importers and agents. The last year's edition in 2020 covered a total exhibition area of 20,000 square meters, which attracted 600 exhibitors from 45 countries and regions and 33,583 visitors.

The Qingdao Import Expo 2021 will be upgraded to six sectors with featured theme exhibition areas and a series of activities like business matchmaking and forums, which will create a wonderful stage and meet the domestic audience's demand for global supply chain, services and market expansion in CIIE so as to build a professional one-stop trading platform with high efficiency, high quality and high accuracy for imported brands and domestic buyers. Let's meet in QIIE 2021 to work together for upgrading the import industry and share global resources!



## Internationalization 与全球供应商同台



## More opportunities 洞悉行业先机

寻找新的经销商  
合作伙伴代理商

Finding new partners

线下最大限度的  
曝光发布最新产品

Enhancing the  
offline exposure

获取新的  
潜在客户

Getting potential  
customers

直面行业的专业人士  
收集市场信息

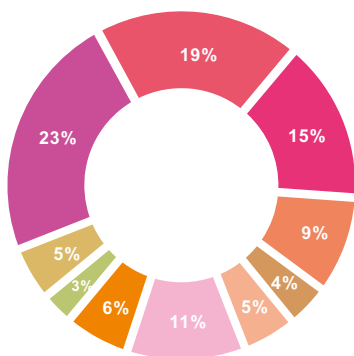
Collecting industry  
information

提高品牌及产品的  
市场认知度

Improving brand  
awareness

拓展国内市场业务  
获取新渠道

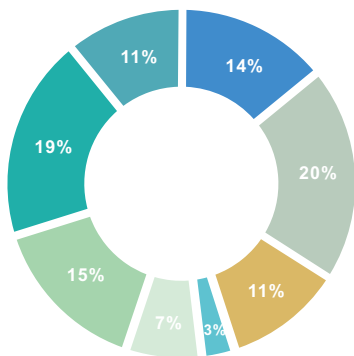
Expanding business  
channels



专业观众行业分析  
Visitors' Sector

进口商  
经销商  
零售商  
制造商  
商场/超市  
Importers  
Distributors  
Retailers  
Manufacturer  
Shopping malls /  
supermarkets

餐饮业  
电商  
顾问及管理服务  
贸易服务机构  
其他  
Catering  
Network business  
Consultancy and  
management services  
Trade service agency  
Other



参展商行业分析  
Exhibitors' Sector

生活日用品  
美妆日化  
时尚消费品  
休闲食品及饮料  
葡萄酒及烈酒  
官方机构  
服务贸易  
其他  
Daily necessities  
Cosmetics  
Fashion consumer goods  
Food & beverage  
Wine & Spirits  
Official institutions  
service trade  
Other

生活日用品  
美妆日化  
时尚消费品  
休闲食品及饮料  
葡萄酒及烈酒  
官方机构  
服务贸易  
其他  
Daily necessities  
Cosmetics  
Fashion consumer goods  
Food & beverage  
Wine & Spirits  
Official institutions  
service trade  
Other



## Product Categories

### 展品范围



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



服饰及箱包  
Clothing and Luggage/Bags



工艺品礼品  
Arts and Crafts



服务贸易机构  
Service Trade



乳制品  
Dairy Product



烘焙食品  
Bakery Product



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

## Media and Publicity

### 媒体宣传



贯彻“多频次、高质量、广覆盖”整体传播的投放策略,在宣传中合理运用线上线下资源,将传统媒体与互联网新媒体进行有效整合,全面渗透特定人群。

To carry out the overall advertising strategy with more frequency, high quality and wide coverage, reasonably use online and offline resources, combining the traditional media and new media so as to reach the targeted persons.



## Multidimensional promotion to increase the exposure

### 多维度推广渠道,增加曝光机会

#### 线上 online

- 核心媒体软文分布、视频传播、新闻广告,增加展会受众覆盖率
- 社交媒体矩阵,借助新媒体渠道加大展会推广力度
- 定期电子快讯,增加产品推介频率
- 线上展示推介,高效精准对接会,增加合作机会

#### 线下 offline

- 专业市场走访,精准展品推介,主推提升品牌及产品认知度
- 多形式商务配对,高效接洽采购商,提高合作转化率
- 现场采访直播,帮助展商实现品牌传播及曝光最大化
- 官方宣传物料及广告投放,多种曝光途径,助力增加现场展位人气

## Professional Audience Organization

### 专业观众组织

商协会组织会员      精准数据电话邀约  
同类展会现场宣发      广告投放宣传  
山东省内及重点城市精准采购商拜访邀约



business associations organize their members, phone invitation, having publicity on site through similar exhibitions, going on business trips within Shandong Province and surrounding cities to invite precise and professional purchasers, advertisement promotion

- Using core media advertorials, video transmission, news advertising to increase the audience coverage
- Using social media and new media channels to enhance the exhibition promotion
- Launching regular electronic newsletter to increase the frequency of product presentation
- Online display and presentation to increase the chance to cooperate
- Visiting the professional market with precise exhibits presentation so as to enhance the brand awareness
- Conducting business matchmaking with different forms to improve the conversion rate of cooperation
- Live interview to enhance the brand exposure
- To conduct the official publicity with multiple advertising channels so as to make the booth become more popular

## BOOTH TYPE 展位类型

### A 基础价格 BASE PRICE

#### ■ 光地展位

- 供参展商或展团自行设计搭建大型展位
- 36平方米起订
- 特装管理费25元/平方米

680元/m<sup>2</sup>

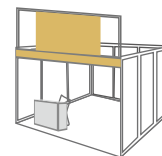


#### ■ 标准展位

- 展板、公司名称楣板
- 咨询桌1张、椅子2把
- 电源插座、长臂射灯2盏、地毯

优越区 6800元/9m<sup>2</sup>

标准区 5800元/9m<sup>2</sup>



#### Space Only

USD 180/ 1sqm (Minimum 36sqm)

Bare floor space is ideal for large exhibitors or national groups who want to build their own stands.

#### Standard Booth

USD 2000/ 9sqm

walls, lintel with company name,  
1 Counter/2 Chairs, Power socket, Carpet.

### B 综合套餐 COMPREHENSIVE PACKAGE

- 多种套餐为您提供量身定制的品牌形象推广方案，完整覆盖展会筹办及举办阶段
- 全方位宣传您的品牌及产品，享受更超值的参展体验
- 以最小投入赢得最大回报
- Different packages with customized schemes
- To promote the brands in all-round way and enjoy the more valuable exhibition experience
- Gain the best returns with minimal investment

#### 套餐方案一

9平米标准展位1个	1 stand of 9 square meters
户外显要位置广告牌1个 (4*6m)	1 outdoor advertising board (4*6m)
1P会刊整版彩色广告	1p full page color advertisement
1P参观指南整版彩色广告	1p tour guide full page color ad
1次官方微信推荐	1 official wechat recommendation
5000份参观券直达专业观众	5000 tickets to professional visitors

Original Price  
原价: RMB 19,800

**套餐价**  
Package Price  
**RMB 12,000**

#### 套餐方案二

36平米光地展位(含基础搭建)	36m <sup>2</sup> bare space
1P会刊整版彩色广告	1p full page color advertisement
户外显要位置广告牌1个 (4*6m)	1 outdoor advertising board (4*6m)
1P参观指南整版彩色广告	1p tour guide full page color ad
2次官方微信推荐	2 official wechat recommendations
10000份参观券直达专业观众	10000 tickets to professional visitors

Original Price  
原价: RMB 47,800

**套餐价**  
Package Price  
**RMB 30,000**

更多广告营销方案请联系组委会索取广告销售手册。

Please contact the organizing committee for more details about the advertising schemes!

## Organization 组织机构

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### 主办单位:

中国国际商会山东商会

### 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

### HOSTS:

China Chamber of International Commerce Shandong Chamber

### ORGANIZERS:

Trade And Investment Service Center of CCPIT Shandong

Qingdao Junsheng International Exhibition Co., Ltd.

青岛将以更加主动、开放、包容、活力的姿态拥抱世界，与各参展国共享新时代，新机遇。

Qingdao will embrace the world with a more active, open, inclusive and dynamic attitude  
and share the opportunities with all participants.

# QIIE 2021



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