



THE 10th CHINA (YIWU)

CULTURAL PRODUCTS TRADE FAIR

2015.4.27-30 Yiwu International Expo Centre

Invitation

Building a professional and international trade platform for cultural products and services



新浪微博二维码



微信二维码

Date

2015. 4. 27-4. 30

Venue

Main Exhibition Hall: Yiwu International Expo Center

Branch Venues of the Fair :

Yiwu International Trade Mart

Yiwu Digital City

Publications Center

Yiwu Antiques Market

Yiwu Creative Park

China Yiwu Industrial Design Centre

Organization

Sponsors

Ministry of Culture of the People's Republic of China

The People's Government of Zhejiang Province

China Council for the Promotion of International Trade

Organizational unit

Cultural Department of Zhejiang Province

Zhejiang Provincial Culture Promotion Association

CCPIT Zhejiang Sub-council

Yiwu Municipal People's Government

Organizers

China Cultural Media Group Limited

China International Exhibition Center Group Corporation

Zhejiang China Commodity City Group Joint-Stock Co., Ltd.

Exhibition Executive Agency

Sinaean International Expo (Yiwu) Corporation Limited.

Special Design Agency

LKK brand





Overview of China (Yiwu) Cultural Products Trade Fair

On April 30, 2014, the 9th China (Yiwu) Cultural Products Trade Fair with 4-day duration was closed successfully, with an exhibition area of 55,000 square meters, and 2,799 international standard booths. 888 enterprises from four countries and Taiwan region in 17 domestic provinces and cities and 94,000 visitors from 109 countries and regions have visited the exhibition. The exhibition has hit a turnover of 4.91 billion yuan, including the foreign trade volume of 3.012 billion yuan.

China (Yiwu) Cultural Products Trade Fair was founded in 2006, which was awarded as “China’s Most Influential Brand Exhibition in Culture Industry” in 2008 and upgraded to the only foreign trade-oriented national exhibition in culture and sports industry jointly in 2010 co-sponsored by the Ministry of Culture and the People’s Government of Zhejiang Province. After years of development, Yiwu Cultural Fair has become an important platform for cultural products trade (exports), culture industry exhibition, cultural information exchange, and cultural cooperation, and thus been listed among key supporting brand exhibitions during “the Twelfth Five-year Plan Period” by the Ministry of Culture.

Since the 9th session, under the background of prosperous cultural industry development, Yiwu Cultural Fair has courageously and resolutely taken the first step of transformation and upgrading. Yiwu Cultural Fair has been additionally sponsored by China Council for the Promotion of International Trade. It will pay more attention to economic trade and its effectiveness, adhere to the exhibition ideas of “being market-oriented, professional and international”, take cultural products trade as the core and international standards as the goal, make it more original, “highlighting and distinctive” on the basis of the previous exhibition features, strive to build China Cultural Fair into an important platform for China(Yiwu)Cultural Products Trade Fair, an important window for cultural exchange, a “Wind Vane” in international trade of China cultural industry, as well as an important carrier to promote adjustment and innovation on cultural products structure, and finally promote the development of cultural industries and the “going out” of Chinese culture.

China(Yiwu)Cultural Products Trade Fair is held in Yiwu, the city owns the world largest consumer goods wholesale market which has a business area of 5.5 million square meters, accommodates 75,000 booths, and sells more than 1.8 million kinds of consumer goods, including about 50,000 kinds from 90 countries and regions. The annual flow of foreign merchants to the city is over 500,000. More than 13,000 overseas merchants from over 100 countries and regions are residing in Yiwu. The logistics system is well developed. Yiwu is one of the three pilot cities on “customs clearance” by the People’s Government of Zhejiang Province and one of the first 17 international land port cities identified by the UNESCAP. Benefiting from the strong support by the market, Yiwu exhibition industry has been developing rapidly. Honored as “China Most Promising Exhibition City”, Yiwu has built the national first-class International Expo Center on a total construction area of 330,000 square meters, which can provide more than 7,000 international standard indoor booths. With its complete facilities, more than 150 exhibition events are held every year.

Exhibition Scope

[“Six-new” products of the cultural industry (Theme Pavilion)] Focusing on “Six-new” concepts of “New format, new technology, new product, new concept, new craft and new design”, this fair will set up a Theme Pavilion (Internet Café, Movie Theater, Music Innovation, Family Entertainment, New Culture Life, 3D Technology, etc.);

[Cultural creative and design service] Youth cultural creative design works, cultural creative gifts and consumer goods, process and industry design, advertising planning, etc.; cultural creative industry park and service; Hong Kong, Macao and Taiwan cultural creative products and design service, etc.;

[Game and entertainment products, animation, games and derivatives] Animation, games and derivatives, electronic sports products, game and entertainment equipments etc.;

[Cultural art fine works and copyright trade] Museum and gallery collections derivatives, master’s calligraphies and paintings, copyright trade of artworks, movie and television play, etc.;

[Arts and crafts products] Arts and crafts products with local features;

[Productive and protective intangible products] Tradition crafts, painting, traditional Chinese medicine processing, brewing, etc.;

[Cultural entertainment products equipment and service] Musical instruments, film and television equipment, entertainment equipment and products, public service platform for cultural industry equipment & technology, etc.;

[Consumer cultural products] Cultural office supplies and art supplies, artistic decorations and mounting & design, cross-stitch, festive supplies, printing package & design, etc.;

[Overseas cultural products (National Pavilion)] Various cultural products, cultural creative products and design service, culture agencies from abroad, etc.

Supporting Activities

1. Series activities of the National Cultural Industry Pioneering and Creative Talent Support Plan;
2. Small and micro cultural enterprises development forum.
3. Activities Supporting National Young Music Creative talents Plan
4. Excellent Works Exhibition of Postgraduates from National Key Academies of Fine Arts;
5. Animation derivatives authorization and trading;
6. China Cultural Enterprises Competitiveness Ranking Release;
7. Retrospective of previous sessions of Cultural Products Trade Fair ;
8. Yiwu International Esports Tournament;
9. Press conference and seminar of new products and new technologies of cultural enterprises;
10. Sourcing fairs (domestic buyers session, overseas buyers session);
- 11 Awards of arts and crafts, excellent enterprises, excellent organization;

Procurement processing

1 Online Pre-Registration

Cards will be delivered to the buyers directly for those who pre-register online and pass audit by April 1st, 2014. Pre-Registration Website: <http://www.ssofair.com>

2 Buyers' Registration Forms Pre-Registration

Cards will be delivered to the buyers directly for those who fill out the buyers' registration forms completely and accurately and reply to the customer service center of the organizing committee by fax, e-mail or mail by March 20th .

3 Card Pre-Application in market

One month ahead of the fair, buyers can apply for the buyers' cards for free with the passports /ID cards and name cards in the pre-application sites in the west gate of district 1, west gate of district 2, gate 60 of district 3, south gate of district 4, south gate of district 5 in the International Trade Mart and the office on 2F of Huangyuan Market.

4 On-site Card Application

During the fair, overseas buyers can apply for the buyers' cards for free with the passports and name cards in the Overseas Buyers' Registration Area of Yiwu International Expo Center, while domestic buyers can apply for the cards in Domestic Buyers' Registration Area.

Contact

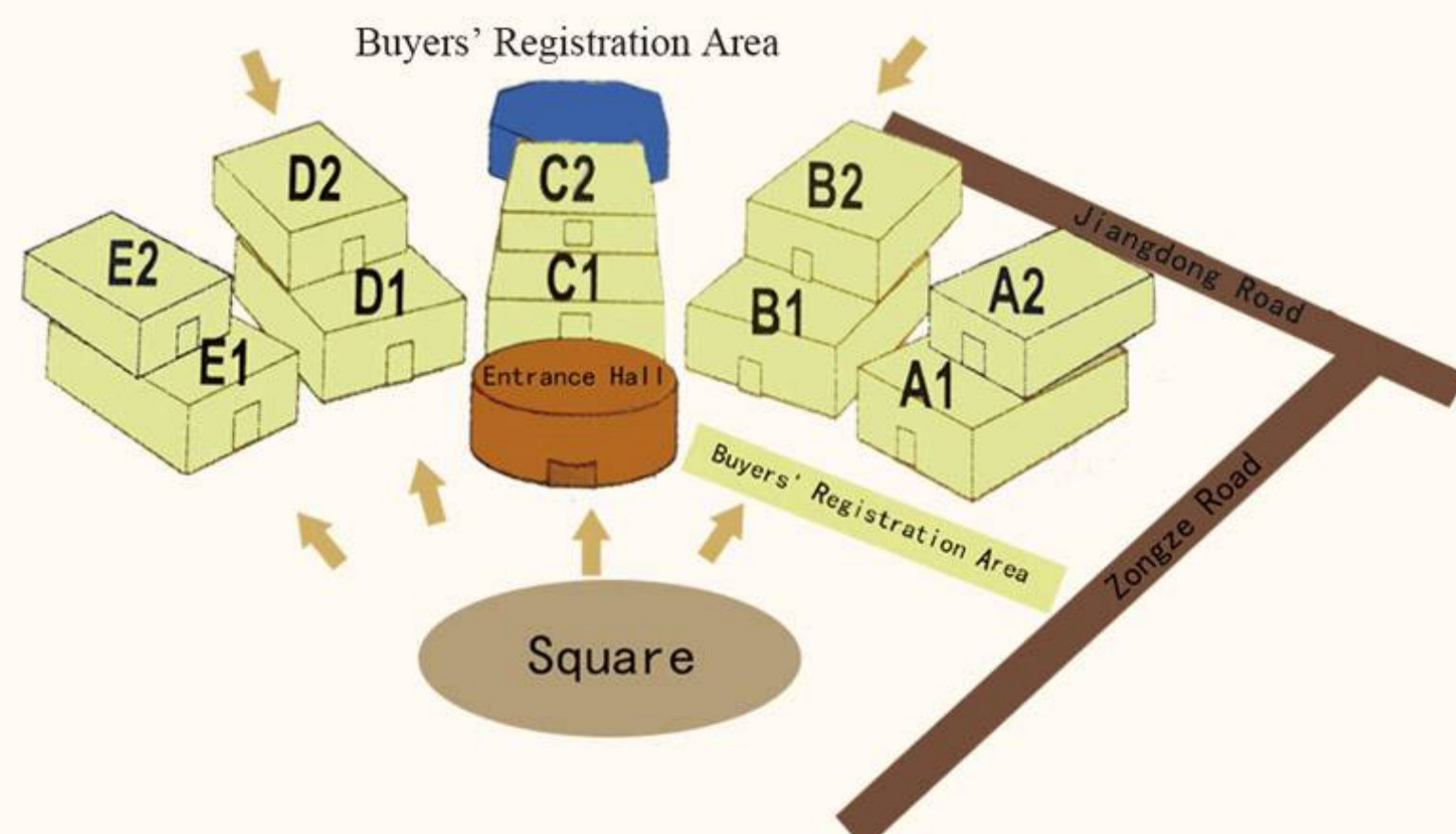
Sinaean International Expo (Yiwu) Corporation Limited

Address: 1F, East Wing of Yiwu Library, No. 35 Zongze East Road, Yiwu, Zhejiang

Tel: 0086-579-85415700 Fax: 0086-579-85415701

Web: www.ssofair.com

Distribution of Hall



Why Sourcing Here?

- Large scale--Over 1,000 exhibitors, over 2,000 booths, over 50,000 square-meter exhibition area
- Industry trend--Over 30% new exhibitors, over 10,000 new products and over 70% manufacturing enterprises every year
- Complete exhibits--As a grand meeting of the cultural industry, it owns "six new" products of the culture industry, cultural innovation and design service, animation and game products, animation game derivatives, cultural fine art products and copyright trade, arts and crafts products, productive and protective intangible products, cultural entertainment equipment and service, consumption cultural products, overseas cultural products
- Assisting procurement--Yiwu physical market has 75,000 booths and stores, selling 1.8 million kinds of goods for 210,000 suppliers.
- Promoting trade--Sourcing fairs are held for the seamless matching between exhibition enterprises and buyers, with supply-demand matching rate higher than 10:1
- VIP service--Free Wifi, free coffee, tea, fruit, free translation service, etc.
- Professional exhibition executive agency-- As a professional exhibition company jointly established by China Cultural Media Group Limited, China International Exhibition Center Group Corporation and Zhejiang China Commodity City Group Joint-Stock Co., Ltd., Sinaean International Expo (Yiwu) Corporation Limited is the only authorized exhibition executive agency of Yiwu Cultural Fair, and aims to provide customers with high-quality and professional service.



Buyers' Registration Form of the 10th China (Yiwu) Cultural Products Trade Fair

Passport No. or ID No.(Required) (To ensure the uniqueness of client code, please write down the right ID No. completely and accurately)

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Please attach your business card or fill in the following blanks.(Note:No need to fill out 1-6 if you have a name card)

1.Company Name _____

2.Company Address _____

Country/Region _____

3.Mobile _____

We will send related information of the Fair by SMS, to facilitate you visit on time.

Tel _____

Fax _____

E-mail _____

The progress of the Fair will be sent to you by e-mail, please be sure to fill valid mailbox that is frequently used by you.

4.Website _____

5.Name _____

6.Job Title Owner Manager Staff

7.How many times you have attended China (Yiwu) Cultural Products Trade Fair

Once More than once

8.Your Business Type is

Wholesaler Market /Supermarket Manufacturer

Agent Retailer Network trader

Import and Export Company Related Media

Others(please list) _____

9.Your Participating Purpose

Buy products Seek cooperation Order new products

Seek agents Market exploration Get information of industry

Get information of new technology and new products

For the participation of next exhibition

Others(please list) _____

10.Main line of your bussines

New format type, new technology, new product, new concept, new craft and new design

Cultural creative and design service

Game and entertainment products, animation, games and derivatives

Cultural Art Fine Works and Copyright Trade

Arts and crafts products

Productive and protective intangible products

Cultural entertainment products, equipment and service

Consumer cultural products

Overseas cultural products (National Pavilion)

11.By which channel did you know China Yiwu Cultural Products Trade Fair

Direct mail information Invitation by telephone

Mass media Official Website

Professional publications E-mail

Official Microblog Social media Search engine

Related exhibitions Internet Message

Invited by Exhibitors / suppliers Introduced by Friends / colleagues

Others(please list) _____

12.Does your company have an office in Yiwu Yes No



Aviation

Yiwu Airport operates 19 air routes to Beijing, Guangzhou, Shenzhen, Xiamen, Zhengzhou, Shenyang, Nanning, Zhuhai, Hefei, Chongqing, Harbin, Dalian, Linyi, Jinjiang, Jieyang, Chengdu, Kunming, Urumqi and Haikou, with more than 90 flights every week.

Tel: 0086-579-96555

Yiwu Airport is about 20 minutes' drive to Yiwu International Expo Center.

Highway

Highway passenger transport is accessible to 23 provinces (municipalities and autonomous regions), reaching Guangxi in the south, Yunnan in the west and Ningxia in the north. Hangzhou-Jinhua-Quzhou Expressway and Ningbo - Jinhua Expressway cross the city, and more than 340 inter-provincial passenger lines have now been opened. It is only 1.5 hours' drive to Hangzhou, 2.5 hours' drive to Shanghai, 1.5 hours' drive to Ningbo.

Tel: 0086-579-96233

Binwang Passenger Transport Center and Jiangdong Passenger Transport Center are about 5 minutes' drive to Yiwu International Exhibition Center.

Railway

137 trains stop at Yiwu daily, directly connecting Beijing, Guangzhou, Shanghai and other major cities.

Tel: 0086-95105105

Yiwu Railway Station is about 20 minutes' drive to Yiwu International Expo Center.

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