



杭州文博会微信公众号

杭州文化创意产业博览会组委会办公室  
China Hangzhou Cultural & Creative Industry  
Expo Organizing Committee Office  
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线上文创品牌交易平台：  
杭州文博会官网、创意天堂  
Online cultural & creativity brand transaction platform:  
Online Cultural & Creative Industry Expo:  
[www.hzwbh.com](http://www.hzwbh.com)  
[www.0571ci.gov.cn](http://www.0571ci.gov.cn)

线下文创品牌推广销售平台：  
杭州创意设计中心  
Offline cultural & creativity brand promotion and sales platform:  
Hangzhou Creative Design Center

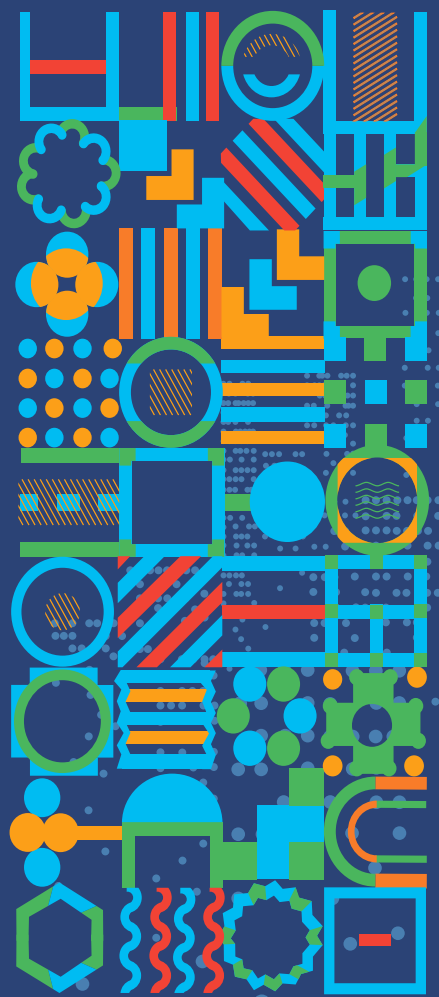


# 第十三届 (2019) 杭州文化创意产业博览会

THE 13TH(2019)  
HANGZHOU  
CULTURAL AND CREATIVE  
INDUSTRY EXPO

## 招商手册 Merchants Brochure

2019.9.19-9.23 (拟)  
杭州市滨江区白马湖国际会展中心  
White Horse Lake International Convention  
and Exhibition Center Binjiang District Hangzhou



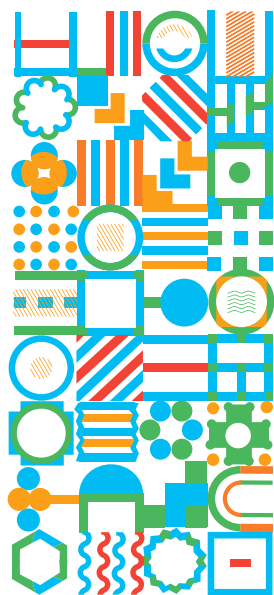


第十三届(2019)杭州  
文化创意产业博览会

THE 13TH(2019) HANGZHOU  
CULTURAL & CREATIVE INDUSTRY EXPO

我们期待与您相约在美丽的西子湖畔

JOIN US



The 12th (2018) Hangzhou Cultural and Creative Industry Expo  
第十二届(2018)  
杭州文化创意产业博览会

# 2018回顾

9月19日至23日,第十二届(2018)杭州文化创意产业博览会成功举办。本届文博会设有白马湖国际会展中心主会场和中国网络作家村、杭州创意设计中心和桐庐分水笔业国际博览中心三个分会场。主会场展示及活动面积达7万平方米,设置了国家主题展区、创意生活展区、文化科技展区等8大展区,围绕会展、论坛、发布等版块共举办35项活动,吸引了41个国家和地区的2100余家文创企业和机构参展,签约合作及意向成交金额达159.5亿元(含项目融资逾100亿元),比上届文博会翻两番,观众满意率达到98%,参展商满意率达到96%。

From September 19th to 23rd, the 12th (2018) Hangzhou Cultural and Creative Industry Expo was successfully held. This year's Cultural Fair has three main venues of White Horse Lake International Convention and Exhibition Center and China Network Writer Village, Hangzhou Creative Design Center and Tonglu Watermark International Expo Center. The main venue exhibition and activity area is 70,000 square meters. It has set up 8 major exhibition areas including national theme exhibition area, creative life exhibition area and cultural science and technology exhibition area. 35 events have been held around the exhibition, forum and release, attracting 41 countries and More than 2,100 cultural enterprises and institutions in the region participated in the exhibition. The contracted cooperation and intentional transaction amounted to 15.95 billion yuan (including project financing of more than 10 billion yuan), which was quadrupled compared with the previous ICIF. The audience satisfaction rate reached 98%, and the exhibitor satisfaction rate Up to 96%.



## 组织机构

### Organization

#### 指导单位 Guiding Institution

文化和旅游部非物质文化遗产司  
两岸企业家峰会现代服务业暨文创产业推进小组  
浙江省文化厅  
浙江省文化产业促进会

Department of Intangible Cultural Heritage of the Ministry of Culture and Tourism  
Cross-Strait Entrepreneur Summit Modern Service Industry and Cultural Innovation Industry Promotion Group  
Zhejiang Provincial Department of Culture  
Zhejiang Cultural Industry Promotion Association

#### 主办单位 Organizer

杭州市人民政府  
浙江大学  
中国美术学院

Hangzhou Municipal People's Government  
Zhejiang University  
China Academy of Art

#### 承办单位 Co-Organizer

中共杭州市委宣传部  
杭州市文化创意产业办公室  
杭州市发展会展业协调办公室

Propaganda Department of Hangzhou Municipal Committee of the Communist Party of China  
Hangzhou Cultural and Creative Industry Office  
Hangzhou Development and Exhibition Industry Coordination Office

#### 执行机构 Executing Organizer

杭州文化创意产业博览会组委会办公室  
杭州文投创业投资有限公司  
杭州文化会展有限公司

Hangzhou Cultural and Creative Industry Expo Organizing Committee Office  
Hangzhou Wentou Venture Capital Co., Ltd.  
Hangzhou Cultural Exhibition Co., Ltd.

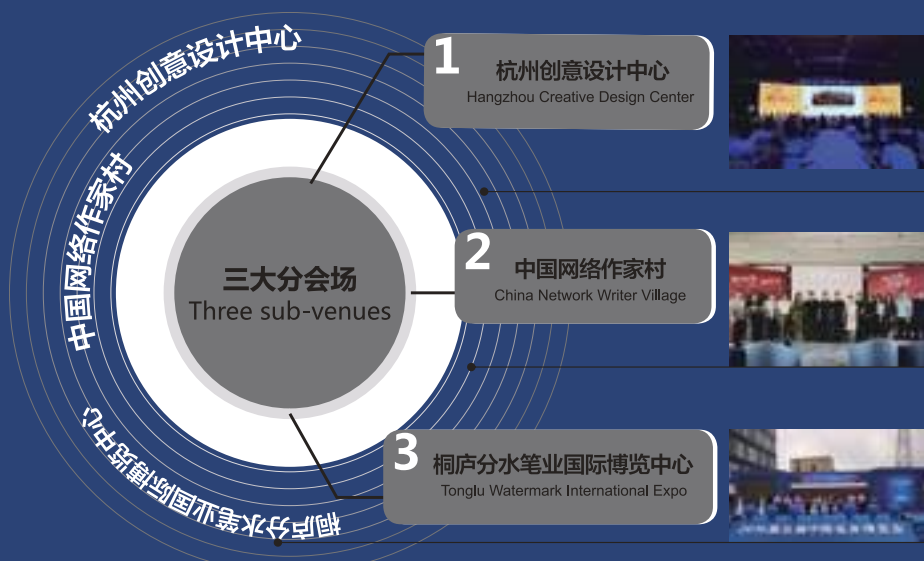
#### 支持单位 Supporting Organizer

中意创新中心  
创意双城

Sino Italian Innovation Center  
Creative Twin Cities

# Overview of 2018 CCIE 上届成果 Exhibition Results

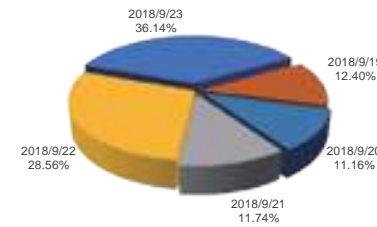
- 70,000** 平方米 square meters | 主会场展示及活动面积 7 万平方米  
Main venue display and event area of 70,000 square meters
- 41** 个国家 countries | 参与国家数量 41 个  
Number of participating countries 41
- 2,100** 家 exhibitors | 参展企业单位 2100 余家  
More than 2,100 exhibitors
- 287,000** 人次 venue | 主会场及分会场观众数量 28.7 万人次  
The number of visitors to the main venue and the venue was 287,000
- 35** 项 items | 商务活动 35 项  
Business activities 35 items
- 159.5** 亿元 billion yuan | 签约合作意向交易金额 159.5 亿元  
Signing cooperation and intentional transaction amount of 15.95 billion yuan
- 5,000** 余篇 media reports | 媒体报道 5000 余篇  
More than 5,000 media reports
- 360,000** 条 media reports | 网络转发 36 万条  
Network forwarding 360,000
- 1400** 万次 hits | 自媒体发文点击量 1400 万次  
14 million hits from the media



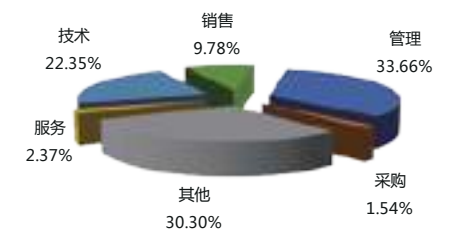
## 数据分析

### Data Analysis

每日参观人数比例图  
Visitors proportion on each day



观众部门分类统计  
Department visitors held



观众区域分布数据  
Visitors distribution



观众所属行业  
Industries visitors engaged in

信息服务业	12.59%
动漫游戏业	3.60%
设计服务业	35.98%
现代传媒业	14.88%
艺术品业	15.70%
教育培训业	10.71%
文化休闲旅游业	15.53%
文化会展业	11.53%
政府部门	4.25%
科研机构	4.33%
投融资机构	2.78%
进出口公司	4.01%
知识产权	1.23%
中介组织	0.90%
媒体	5.72%
其他	9.08%

观众观展目的  
Visitors visiting purpose

采购产品	22.57%
销售产品	9.48%
寻找代理商	12.92%
寻找合作伙伴	36.55%
加强企业联系	23.47%
参加论坛、会议	21.83%
考察评估展会	14.39%
搜集信息 / 了解行业动态	47.26%
其他	1.96%

超过 **28.7 万** 人次参与展会及各项活动，其中专业观众人数同比增长 **35%**。  
More than **287,000** people participated in the exhibition and various activities, among which the number of professional visitors increased by **35%** year-on-year.

**98** 观众满意率达到 98%  
The audience satisfaction rate reached 98%.

**96** 参展商满意率达到 96%  
The exhibitor satisfaction rate reached 96%.

# 五大亮点

## Five Highlights

1

首次设立“**国家主题展区**”，进一步提升国际化。  
First, the “**National Theme Pavilion**” was established for the first time to further enhance internationalization.

2

首次构建“**行业指数发布矩阵**”，进一步提升专业化。  
The second is to build the “**Industry Index Release Matrix**” for the first time to further enhance specialization.

3

首次推行“**智慧办展 + 文化新零售**”模式，进一步提升产业化。  
The third is to implement the “**Smart Exhibition + Cultural New Retail**” model for the first time to further enhance industrialization.

4

首次举办“**全年全城参与文博**”活动，进一步提升品牌化。  
The fourth is to hold the “**Full City Participation in Wenbo**” campaign for the first time to further enhance branding.

5

首次引入“**街区化沉浸式体验**”，进一步提升亲民化。  
The fifth is to introduce the “**blocking immersive experience**” for the first time to further enhance the people-friendly.

# 重要嘉宾

## Key Guests



英国驻沪总领馆副总领事柯牧申 (Tony Clemson), 英国诺丁汉市政厅议长柯林斯 (Jonathan Collins), 以及 Paresh Parmar (帕莱什·帕玛尔)、Michael Marsden (迈克尔·马斯登)、Nikita Strukov (古丁)、Garip AY、赵依芳、吴晓波、吕平波 (水皮)、张纪中、李亚鹏、熊澄宇等 130 余位国内外知名专家、文化名人出席并参与有关活动。

More than 130 domestic and foreign well-known experts, cultural celebrities attend and participate in related activities. There are deputy consul general of the British consulate-general in Shanghai, Tony Clemson; Councillor of the Nottingham city hall, Jonathan Collins; as well as Paresh Parmar, Michael Marsden, Nikita Strukov, Garip AY, Yifang Zhao, Xiaobo Wu, Pingbo Lv, Jizhong Zhang, Yapeng Li, Chengyu Xiong etc.



## 领导和嘉宾评价

### Leaders' and Guests' Remarks

#### 浙江省政协主席、党组书记葛慧君

本届杭州文博会亮点多、成效好，越办越好！

Chairman of Zhejiang Province CPPCC, Secretary of the Party Group. There are several highlights and good results to the 12th (2018) Hangzhou Cultural & Creative Industry Expo which has achieved a great progress.

#### 英国驻沪总领馆副总领事柯牧申



能以主宾国的身份参加杭州文博会，对于英国而言是一次极其重要的文化交流合作。我十分认同本届文博会“创意城市·美好生活”的主题，也衷心希望通过文博会，中英两国的企业有更深入的了解，今后有更多的合作。

Tony Clemson, deputy consul general of the British consulate-general in Shanghai: It is an extremely important cultural exchange and cooperation for the UK as the guest country to attend Hangzhou Cultural and Creative Industry Expo. I fully agree with the theme of "Creative City • Beautiful Life" of the expo, and sincerely hope that through the expo, Chinese and British companies will have a deeper understanding and more cooperation in the future.

#### 英国诺丁汉市政厅议长柯林斯



杭州是一座非常有魅力的城市，杭州文创具有强劲的动能和未来很大的想象空间，诺丁汉市十分愿意下一步与杭州有更深入的合作。

Jonathan Collins, Councillor of the Nottingham City Hall: Hangzhou is a very attractive city. Hangzhou cultural and creative industry has strong kinetic energy and great imagination space in the future, and Nottingham is willing to keep the cooperation with Hangzhou in the future.

#### 知名财经评论人 吕平波（水皮）



我觉得杭州文博会所展示的文化创意作品内容丰富、形式多样，这特别符合我们对新文化、新消费的理解，也非常符合杭州这座创新活力之城的气质。

Pingbo Lv (Shuipi), a well-known financial commentator: I think the cultural and creative works displayed by Hangzhou Cultural & Creative Industry Expo are rich in content and diverse in form, which is particularly consistent with our understanding of new culture and new consumption, and also very consistent with the temperament of this innovative and dynamic city of Hangzhou.

#### 中国手工艺发展研究中心主任、东家 APP 联合创始人 原央视著名主持人赵普



文化关乎意趣，文化消费关乎认知，认知与感知的层次不同，杭州文博会很好的展现了文化与人们美好生活之间的关系，为文博会点赞！

Pu Zhao, director of China Handicraft Development Research Center, co-founder of Dongjia APP and former famous host of CCTV: Culture is about interest, culture consumption is about cognition, and the level of cognition and perception is different. But Hangzhou Cultural & Creative Industry Expo has well demonstrated the relationship between culture and people's good life. Thumb up for CCIE!

#### 知名财经评论人吴晓波



当人们愿意把生命浪费在美好的事物上时，才是我们文创人真正的价值所在。我是杭州人，我为杭州骄傲，因为，文化赋予了杭州温度。

Xiaobo Wu, a well-known financial commentator: When people are willing to waste their lives on good things, that is the real value of people who work on cultural and creative industries. I'm from Hangzhou, and I'm proud of Hangzhou, because it's the culture that gives it temperature.

#### 清华大学教授、国家文化产业研究中心主任、 杭州文化顾问熊澄宇

杭州文化创意产业发展的特色是很好的把“创意 + 生活”这一理念作了诠释，这完全符合党的十九大提出的美好生活的建设方向。

Chengyu Xiong, Professor of Tsinghua university, director of national cultural industry research center, cultural advisor of Hangzhou: The development of Hangzhou Cultural and Creative Industry Expo is characterized by a good interpretation of the concept of "Creativity + Life", which is fully in line with the construction direction of a better life proposed by the 19th CPC national congress.

# 媒体阵容

## The Media Team

**▶ 新华社：**  
 本届杭州文博会为海内外优秀的文化产品提供了一个重要的展示平台，徜徉在文博会的各个场馆，犹如“走过千山万水，踏遍天南地北”，各方“国宝”尽览无余。希望明年能够看到更多国家主题馆设立，杭州文博会更具“国际范儿”。

**▶ 台湾指传媒社长：**  
 杭州文博会的展馆布置，展示的文创产品，让人耳目一新。智慧办展、无人超市、线上支付等都让人震撼。

**▶ 浙江日报：**  
 杭州文博会今年的特色亮点很多，印象最深的是街区化的展陈方式，体验感非常棒。

**▶ 上海日报：**  
 杭州文博会越来越国际化，在国际友人中的知名度和影响力不断提升，希望可以越来越好，成为全国对外推广的重要文化品牌。

**▶ 杭州日报：**  
 杭州文博会已成为杭州的一项品牌活动，作为本土媒体，我们引以为傲。

**▶ 都市快报：**  
 创意生活深度融合是杭州文博会的一大特色，每年都吸引很多观众奔赴现场，感受文化与创意的熏陶。

**▶ Xinhua News Agency:**  
 The Hangzhou Cultural & Creative Industry Expo provides an important display platform for excellent cultural products at home and abroad. Walking through the venues of the fair is like "walking through mountains and rivers, traveling all over the country", and "treasures" from all over the world are all presented. It is hoped that more national theme pavilions will be set up next year, and Hangzhou Cultural & Creative Industry Expo will be more "international".

**▶ Mr. You, President of Taiwan Media:**  
 The arrangement of exhibition hall of Hangzhou Cultural & Creative Industry Expo and the showcase of cultural and creative product makes people feel fresh and new. Smart exhibitions, unmanned supermarkets, online payments and so on are impressive.

**▶ Zhejiang Daily :**  
 There are many highlights in Hangzhou Cultural & Creative Industry Expo this year. What impressed us most was the block display, and the experience was wonderful.

**▶ Shanghai Daily:**  
 Hangzhou Cultural & Creative Industry Expo become more and more international, and its popularity and influence among international friends have been continuously increased. Hope it will become better and better, and become an important cultural brand for national foreign promotion.

**▶ Hangzhou Daily:**  
 Hangzhou Cultural & Creative Industry Expo has become a brand event in Hangzhou. As a local media, we are proud of it.

**▶ DUSHIKUAIBAO:**  
 The deep integration of creative life is a major feature of Hangzhou Cultural & Creative Industry Expo. Every year, many audiences are attracted to the scene, and feel the influence of culture and creativity.



## 重要组展机构

### Important Exhibition Organization

- 英国驻上海总领事馆  
British Consulate-General in Shanghai
- 英国诺丁汉市政厅  
Nottingham City Council
- 德国设计委员会  
German Design Council
- 俄罗斯艺术交流基金会  
Russian Foundation for Art Exchange
- 意大利国际艺术交流协会  
Italy International Art Exchange Association
- 日本京都市政府  
Kyoto Municipal Government of Japan
- 泰国创意设计中心  
Thailand Creative & Design Center
- 中国国家博物馆  
National Museum of China
- 恭王府博物馆  
Prince Gong House Museum
- 中国工业设计协会  
China Industrial Design Association
- 中国音像与数字出版协会  
China Audio Visual and Digital Publishing Association
- 西泠印社  
Xiling Society of Seal Arts
- 浙江省博物馆  
Zhejiang Provincial Museum
- 西湖大学  
Westlake University
- 杭州师范大学  
Hangzhou Normal University
- 浙江大学城市学院  
Zhejiang University City College
- 浙江省非物质文化遗产保护中心  
Zhejiang Intangible Cultural Heritage Protection Center
- 浙江省创意设计协会  
Zhejiang Association of Creative Design
- 台湾工艺研究发展中心  
NTCRI
- 台湾商业总会  
Taiwan Chamber of Commerce
- 台北市工业设计发展协会  
Taipei Industrial Design Development Association



## 重要文创企业及品牌

### Key Cultural Enterprises and Brands



## 展商评价

### Exhibitor Comment

作为创意瓷器生产经营企业，我们非常喜欢并看中杭州文博会，因为在这里不仅可以实现很好的销售业绩，更重要的是会遇到很多懂创意、懂文化的人。  
As an enterprise producing and managing creative porcelain, we like and take a fancy to Hangzhou Cultural & Creative Industry Expo, because it can not only achieve good sales performance here, but more importantly, we will meet many people who understand creativity and culture.

文化的浸润是一件很幸福的事情，产业的推进是一件很振奋的事情，创意的涌现是一件很畅快的事情，技术的革新是一件很惊艳的事情，欣赏美，创造美，体验美，认真做事，快乐做人。  
Cultural infiltration is a very happy thing, industrial advancement is a very exciting thing, the emergence of ideas is a very happy thing, technological innovation is a very amazing thing. It is important to appreciate beauty, create beauty, experience beauty, work seriously, and have a happy life.

### 特别支持 Special Support



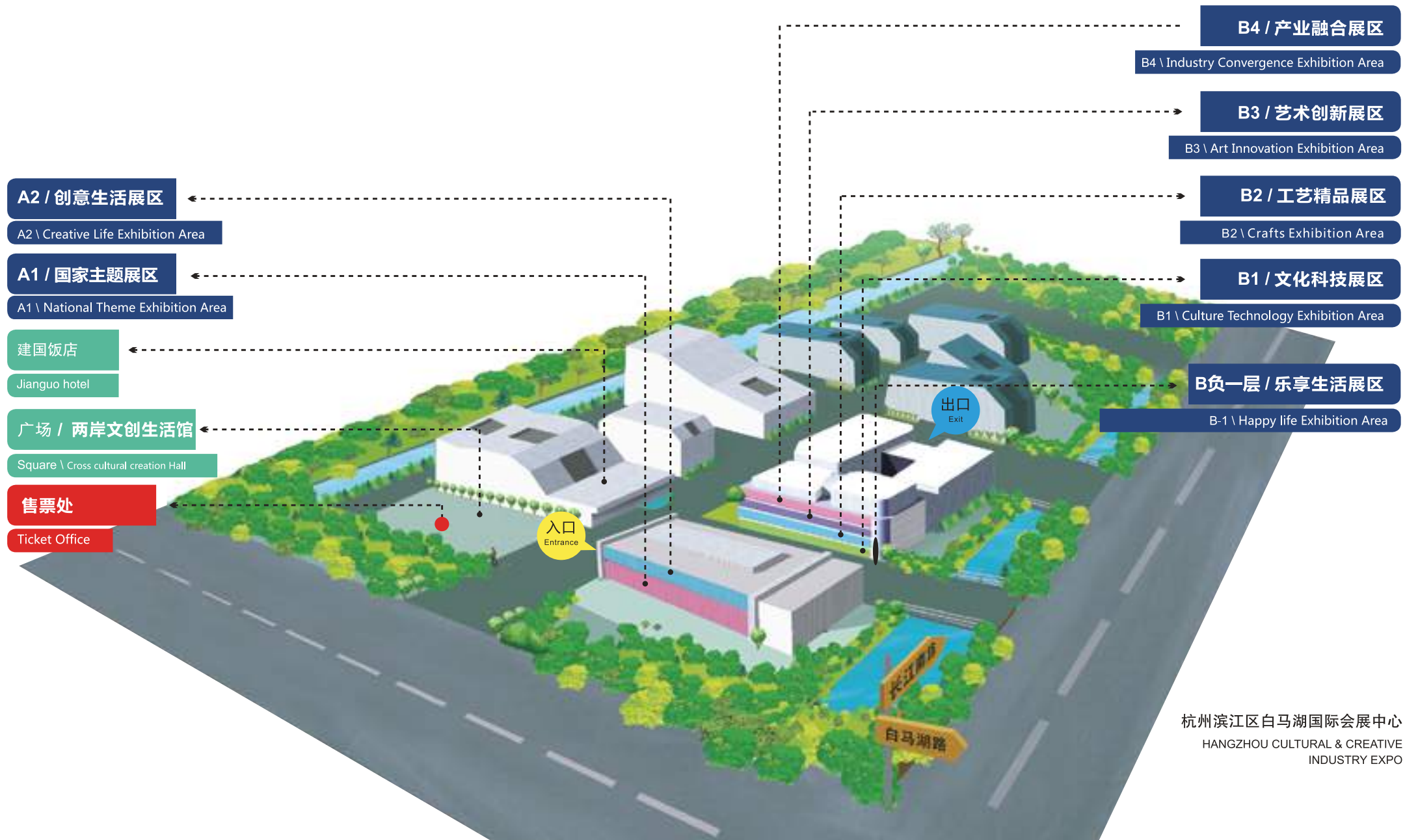


# 主会场现场布局图

## The Main Venue Site Layout



第十二届 (2018)  
杭州文化创意产业博览会  
THE 12TH(2018)  
HANGZHOU  
CULTURAL&CREATIVE  
INDUSTRY EXPO



杭州滨江区白马湖国际会展中心  
HANGZHOU CULTURAL & CREATIVE  
INDUSTRY EXPO

# 第十三届 (2019) 杭州文化创意产业博览会 参展细则

# Exhibitors Details of the 13th (2019) Hangzhou Cultural and Creative Industry Expo

展位 | 光地: 760/ m<sup>2</sup>  
价格 | BOX (美陈空间展示区): 25000/ 个

## 展位说明

1. 光地配置: 不含任何配置, 36 m<sup>2</sup>起租;
2. BOX 配置: 20 m<sup>2</sup> (含 11 m<sup>2</sup>延伸光地), 射灯两组 6 盏, 创意楣板, 插座一个;
3. 以上配置不含特装管理费、展具租赁费以及额外用电租赁安装费;
4. 非 BOX 展位不带任何设施, 由参展单位自行或委托设计、装修;
5. 展会提供的免费及增值服务: 在会刊上登录 200 字公司简介, 宣传报道展会及定向组织观众, 参展商胸卡, BOX 展台搭建 (光地除外), 展场清洁及保卫, 公共照明, 展览期间提供会刊两本。

## 优惠条件

- 展商均可享以下优惠条件:
1. 2019 年 5 月 31 日前签订合同并缴纳全款享受展位价格 70% (七折) 优惠;
  2. 2019 年 6 月 30 日前签订合同并缴纳全款享受展位价格 80% (八折) 优惠;
  3. 凡订购整层光地特装展位者, 优惠价格另行商议;
  4. 凡订购光地特装展位者, 在博览会相关广告、配套活动中享受优惠, 详情致电组委会办公室 0571-85335359。

## 报名须知

1. 申请参展企业请用正楷认真填写《参展申请表》, 并将表格传真或邮寄至组委会办公室 (参展申请请扫码);
2. 经双方协商确定后签订《参展合同》;
3. 合同签署生效之后的 10 个工作日内, 参展企业须支付全部参展费用, 逾期未付, 视为退出参展, 组委会办公室有权将该展位重新分配;
4. 全额参展费用到账后, 组委会办公室出具《展位确认函》, 参展企业凭该确认书原件到现场注册报到; 凡申请杭州市政府相关政策补贴的参展企业, 不再享受本优惠方法。
5. 凡申请杭州市政府相关政策补贴的参展企业, 不再享受本优惠方法。览会相关广告、配套活动中享受优惠, 详情致电组委会办公室 0571-85335359。

## 策展建议

体验感: 展区强调观众参与性, 有较强的互动体验区, 让观众与展商产品间有持续的、良好的互动;

环保性: 搭建提倡使用绿色环保材料, 提倡可重复利用, 用建材; 具体设计过程中可与组委会充分交流和沟通;

设计感: 展位需要设计感, 从造型上突出主题特色及品牌内涵;

安全性: 结合场地基础条件, 参展需要注重搭建的安全性, 同时, 可以考虑结合工业遗存利旧增强体验性;



参展报名

Enroll in the exhibition

组委会将为您提供专业服务

- 构建网上文博会, 为企业搭建电子商务展售平台;
- 组织多场产业洽谈会、讲座及沙龙活动, 帮助搭建产业对接平台;
- 提供专业展陈设计、施工、设备租赁等服务;
- 提供酒店、机票预订以及本地游览联络等服务;
- 提供专业讲解服务, 让观众和专业买家迅速全面了解博览会;
- 提供志愿者服务, 解除展商后顾之忧;
- 协助商务活动策划, 整合当地资源;
- 协助本地媒体宣传、提供会刊品宣等推广;

Booth | Bare ground: RMB 760/ m<sup>2</sup>  
Cost | The Box (Decoration display space): RMB 25000/ per

## Booth specification

1. Bare space: no other facilities (minimum 36 m<sup>2</sup> for leasing);
2. The Box is equipped with six spotlights, a creative lintel board and a socket and 20 m<sup>2</sup> (including 11 m<sup>2</sup> extended bare ground);
3. The above equipment does not contain management fees for special decoration, rental fees for exhibition appliance as well as extra charges for electric equipment rental and installation.
4. Non-standard Box without any equipment, the exhibitors need to design and decorate by himself or delegate others.
5. The free and value-added services: entering 200 words company introductions on the proceeding, publicize and report the exhibition and directed organize audiences, exhibitor badges, the building of the Box (except open space booths), cleaning and security, public lighting, provide two proceedings during the exhibition.

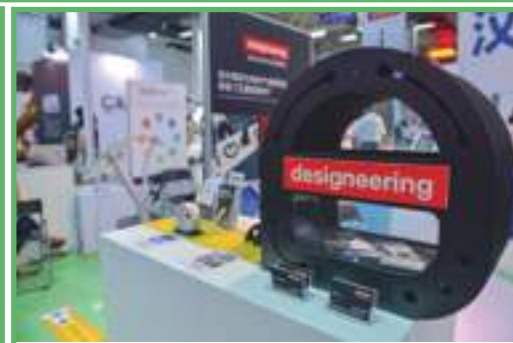
## Preferential Policies

- All the exhibitors can enjoy the following Favorable terms:
1. Sign the contract and pay full before May 31, 2019 enjoy the booth price 70% (30% discount).
  2. Sign the contract and pay full before June 30, 2019 enjoy the booth price 80% (20% discount).
  3. Who order the whole floor's open space special booths can separately discuss the favorable price.
  4. Who order the open space special booths can enjoy the privileges of advertisements and supporting activities in exposition period. Call the Organization Committee Office 0571-85335359.

## Note

1. Please fill the Application Form for Exhibitors in block letters and fax or mail it to the Organization Committee Office. (Please scan the QR code)
2. By mutual agreement signing the Participation Contract.
3. Within ten working days after signature, exhibitors shall defray the exhibition fees in full. Overdue payment will be regarded as withdrawal from the exhibition wherein the Organizing Committee Office is entitled to redistribute the booths.
4. After receiving the full exhibition fees, the Organizing Committee Office will issue Booth Confirmation, by virtue of which (original copy) the exhibitors shall get on-site registration.
5. If you have applied for the Hangzhou government policy subsidy, you have no chance to enjoy this preferential measure.

精彩瞬间 Special Moment





# 2019 年 9 月

我们与您不见不散！

We are looking forward to seeing you next time!

杭州滨江区白马湖国际会展中心（主会场）

White Horse Lake International Convention and Exhibition Center(Main Venue), Binjiang District Hangzhou