

# 2016 中国西部国际丝绸博览会

## 邀请函

An Invitation for 2016 Western China International Silk Expo

展会名称：2016 中国西部国际丝绸博览会

举办时间：2016 年 5 月 11 日—15 日

举办地点：中国·四川·南充（南充市顺庆区濠华北路绿地城）

主办单位：中国丝绸协会、中国中丝集团公司、中国丝绸工业总公司

承办单位：四川省商务厅、四川博览事务局、南充市人民政府

Name: 2016 Western China International Silk Expo

Time: May 11-15, 2016

Place: Nanchong, Sichuan, China (Greenland City, North Yinghua  
Road, Shunqing District, Nanchong)

Sponsors: China Silk Association, China Silk Corporation, China  
Silk Industrial and Trading Corporation

Organizers: Sichuan Provincial Department of Commerce, Sichuan  
Bureau of Expo Affairs, Nanchong Municipal People's  
Government

## **一、丝绸之都-南充**

**南充位于中国四川盆地东北部，是嘉陵江畔最璀璨的明珠，千年古城、丝绸之都，总人口 760 万，是四川省第二人口大市，中国优秀旅游城市、国家园林城市。南充地处成都、重庆、西安三角经济区腹地，是川东北和成渝经济区北部金融、商贸、科教中心和重要的交通、通信枢纽。**

**“创新、开放、生态、法治、繁荣”南充欢迎您，让我们携手共书企业成长与南充发展的崭新篇章！**

### **I. Silk Capital- Nanchong**

As a bright pearl along the Jialing River, Nanchong is located in the northeastern Sichuan basin. As a Top Tourist City and National Garden City, it's also a thousand-year-old ancient city and the Silk Capital with a total population of 7.6 million, which ranks second in population in Sichuan. Lying in the middle of Chengdu-Chongqing-Xi'an Economic Zone, it's the centre of finance, trade, science and education and important hub of traffic and communication in the northeastern Sichuan and north of Chengdu-Chongqing Economic Zone.

An innovative, open, ecological, law-ruled and prosperous Nanchong welcome you. Let us work together to write a brand new chapter for the growth of enterprises and development of Nanchong!

## **二、展会的优惠政策**

### **II. Preferential Policies**

## **1. 展位政策**

**免费为参展企业提供展位（标展或空地），免收水、电费。**

### **1. Booths Policy**

We will provide exhibitors with booths (standard booths or raw space), free of charge for water and electricity .

## **2. 物流政策**

**为鼓励优秀企业赴南充参展，对参展企业进行交通物流补贴，按参展面积为 50 平米以下的每家补贴 700 元、参展面积 50 平米以上的每家补贴 1000 元。**

### **2. Logistic Policy**

To encourage outstanding enterprises to attend the Expo, we'll provide traffic subsidies for exhibitors. 700 yuan for exhibitors with less than 50 square meters' exhibition area, 1000 yuan for ones with more than 50 square meters' exhibition area.

## **3. 搭建政策**

**为参展面积（空地）在 50 平米以上的国内外知名企业可提供展馆搭建服务，自建展馆的给予适当的搭建补贴。**

### **3. Building Policy**

We can build up pavilions for well-known enterprises at home and abroad with more than 50 square meters' exhibition area (raw space) and provide proper subsidies for exhibitors who build up pavilions by themselves.

## **4. 接待政策**

①免费为展位在 100 平方米以上的参展企业提供 3 人 5 天食宿、展位在 50—100 平方米的参展企业提供 2 人 5 天食宿，免费为外地受邀采购商提供 1 人 2 天食宿；

②为国际及海外受邀嘉宾提供落地免费接待。

#### 4. Reception Policy

①We'll provide 3 person's free accommodation of 5 days for exhibitors with more than 100 square meters' exhibition area, 2 person's free accommodation of 5 days for ones with 50-100 square meters' exhibition area, and 1 person's free accommodation of 2 days for buyers invited.

② We'll provide free reception services upon arrival for international and overseas guests invited.

#### 5. 宣传政策

展会会刊及合作媒体免费宣传参展企业及经销商，为展位在 50 平方米以上的企业免费提供 20 平方米左右户外广告宣传。

#### 5. Publicity Policy

We'll provide free publicity for exhibitors in the exhibition catalogue and media partners, and provide about 20 square meters' outdoor advertisement for exhibitors with over 50 square meters' exhibition area free of charge.

### 三、展会主要活动

#### III. Major Events

##### 1. 开幕式暨“新丝路”城市发展合作峰会

2. 中国茧丝绸产业发展峰会暨产销形势分析会
3. 2016 中国西部国际丝绸博览会投资推介暨项目签约仪式
4. 2016 中国西部国际丝绸展销 ( 订货 ) 会
5. 中国丝绸产品质量标准研讨会
6. 2016 中国 ( 南充 ) 互联网+农业投资峰会 ( 暨嘉陵江采桑大赛 )

另在阆中安排有 2016“丝路之旅”阆中峰会、亚太国际木偶皮影艺术交流会等活动。

1. The Opening Ceremony and New Silk Road Urban Development Cooperation Summit

2. China Cocoon and Silk Industry Development Summit and Analysis Conference of the Production and Marketing Situation

3. 2016 Western China International Silk Expo Investment Promotion Conference and Projects Signing Ceremony

4. 2016 Western China International Silk (Ordering) Fair

5. Seminar on Quality Standards of Chinese Silk Products

6. 2016 China (Nanchong) Internet Plus Agricultural Investment Summit (Picking Mulberry Leaves Competition of Jialing River)

And there'll be other activities like 2016 Silk Road Tour Langzhong Summit, International Puppet and Shadow Puppet Art Exchange Conference of the Asian Pacific Region.

#### 四、参展范围

**重点邀请国内外丝绸相关产业知名企业、国家、城市等。**  
**主要参展产品：厂丝，坯绸，印染面料，服装辅料，家纺辅料、丝纺设备；服装，服饰，家纺，家饰，工艺品；蚕茧资源综合利用产品；丝绸衍生品等。**

#### **IV. Exhibition Range**

We'll mainly invite well-known enterprises, countries and cities at home and abroad related to silk industry. Main exhibition products: filature silk, greige, printing and dyeing fabrics, garments accessories, home textile and raw materials, silk spinning machinery; clothing, costume, household textile, home decoration, art ware; comprehensive utilization products of silkworm resources; silk derivatives, etc.

#### **五、展馆设置**

**设置国际展示馆、丝绸产业馆、城市形象馆等展馆。国际展示馆展示丝绸之路沿线部分国家（城市）经济、文化及特色产品；丝绸产业馆展示丝绸产业链条，丝绸制品，丝绸延伸产业产品，品牌企业等；城市形象馆展示国内相关城市、省内各市（州）经济、文化及特色产品。**

#### **V. Pavilion Arrangement**

Different pavilions will be set up in the Expo such as International Exhibition Hall, Silk Industry Pavilion and City Image Gallery. The International Exhibition Hall shows the economy, culture and special products of some countries (cities) along the Silk

Road. Silk Industry Pavilion displays silk industry chain, silk products, silk extended industry products, brand enterprises, etc. City Image Gallery introduces the economy, culture and special products of the relevant cities and provinces (prefectures) in China to visitors.

## **六、参展流程**

**报名申请 ( 邮寄、传真、网络 )**

**展位确认**

**会刊核对、领取参展手册**

**展位设计审核**

**布展**

**展览**

## **VI. Exhibition Process**

Apply by mail, fax or network

Confirm the booth

Check the exhibition catalogue and get the exhibition manual

Review the booth design

Arrange exhibitions

Exhibit

## **七、专业观众参观流程**

**填写登记表**

**提交登记表(邮寄、传真、网络)**

**收到确认回函**

**接受专业观众礼遇**

**现场登记观展**

## **VII. Process for Professional Visitors**

Fill in the registration form

Submit the registration form by mail, fax or network

Get the confirmation letter

Receive the professional visitors' treatment

Visit after site registration

## **八、联系方式：**

**地址：**

**电话：**

**联系人：**

## **VIII. Contact Information**

Address:

Telephone:

Contact:

## **九、2016 中国西部丝绸博览会展馆地图**

## **IX. Pavilion Map of 2016 Western China International Silk Expo**

## **十、2016 中国西部丝绸博览会展位图**

## **X. Booth Layout of 2016 Western China International Silk Expo**



# 2016 中国西部国际丝绸博览会参展申请表

## 2016 Western China International Silk Expo Application Form

请申请人认真填写以下内容，此表格内容将作为会刊内容录入

Please fill in the following content which will be recorded in the exhibition manual.

公司名称：中文：

英文：

Enterprise name: Chinese:

English:

通讯地址：

Address:

电话： \_\_\_\_\_

Telephone:

邮箱： \_\_\_\_\_

E-mail:

公司负责人： \_\_\_\_\_

Company Representative:

展会联系人：

Exhibition Contact:

职务： \_\_\_\_\_

Position:

企业类型 Enterprise Type:

传真：

Fax:

网址：

Website:

手机：

Mobile:

手机：

Mobile:

- 制品商、品牌商 Manufacturer, Brand Vendor
- 代理商 Agent
- 贸易、进出口公司 Trading Company, Import & Export Corporation
- 教育、科研机构 Education and Scientific Research Institution
- 其他(请注明) other(indicate)

展品类别 Exhibits Category:

- 丝绸服装、服饰 Silk clothing or costume
- 丝绸面料、辅料 Silk fabrics or accessories
- 高级定制 Haute couture
- 丝绸工艺品、礼品 Silk art ware or gifts
- 文化创意产品 Culture creative products
- 丝绸家纺 Silk household textile
- 丝绸生产设备 Silk production equipment
- 丝绸原材料 Silk raw material
- 蚕茧综合利用产品、丝绸衍生产品 Comprehensive utilization products of silkworm cocoon or silk derivatives

其他(请注明) other(indicate)

展品简介(中、英文, 限 20 字) Exhibits profile (within 20 words in Chinese and English):

展位预定 Booth Reservation:

标准展位 Standard Booth:  $3\text{m} \times 3\text{m} = 9\text{m}^2$

(标准配置: 接待桌一张, 洽谈椅两把、射灯两盏、中英文公司模板一块、地毯)

(Equipped with: one receptionist's table, two chairs, two spotlights, one Chinese-English company template, a carpet)

预定: \_\_\_\_\_ 个。

Reserve \_\_\_\_\_ booth(s).

光地展位:  $36\text{m}^2$  起定。

The minimum of raw space is  $36\text{m}^2$ .

预定:  $\_\_\_\text{m} \times \_\_\_\text{m} = \_\_\_\_\_\text{m}^2$

Reserve  $\_\_\_\text{m} \times \_\_\_\text{m} = \_\_\_\_\_\text{m}^2$

公司印章和负责人签字

日期 年 月 日

Sealed and signed by the company:

Date:

## 2016 中国西部国际丝绸博览会专业观众登记表

### 2016 Western China International Silk Expo

### Professional Visitors Registration Form

请申请人认真填写以下内容,此表格将决定您是否符合专业观众资格

Please fill in the following form carefully.

This form will determine whether you are eligible for professional visitors.

公司名称 Enterprise name:

通讯地址 Address:

电话 Telephone: \_\_\_\_\_

传真 Fax:

邮箱 E-mail: \_\_\_\_\_

网址 Website:

公司负责人 Company Representative: \_\_\_\_\_ 手机 Mobile:

申请联系人 Applicant:

职务 Position: \_\_\_\_\_

手机 Mobile:

业务性质 Business Type:

- 丝绸零售商 Silk retailer
  - 旅游产品零售商 Tourism products retailer
  - 礼品供应商 Gift supplier
  - 百货/购物中心 Department store or shopping mall
  - 代理商 Agent
  - 贸易、批发商 Trader or wholesaler
  - 电商 E-business enterprise
  - 服装生产企业 Clothing production enterprise
  - 设计师 Designer
  - 教育科研机构 Education and Scientific Research Institution
  - 行业协会 Industry association
  - 其他(请注明) other(indicate)
- 参观目的 Visit Purpose:
- 产品采购 Purchase products
  - 代理产品 Agent products
  - 寻求合作 Seek cooperation
  - 参加展会活动 Attend the Expo
  - 产品信息采集 Collect product information
  - 评估未来参展可能性 Assess possibilities of future exhibition
  - 其它(请注明) other(indicate)
- 专业观众礼遇登记 Professional Visitors' Treatment Registration
- 免费工作餐 Free working meal

资料礼品袋 Information gift bag

交通协助(申请时间、人数、要求)

Traffic assistance (when, the number of people and requirements)

公司印章和负责人签字:

日期:       年   月   日

Sealed and signed by the company:

Date: