



2016

第十六届中国西部国际博览会 The 16th Western China International Fair

中国·四川·成都
Chengdu, Sichuan, China



成都世纪城新国际会展中心

Chengdu Century City New International Convention and Exhibition Center

2016年10月29日-11月9日
29 October - 9 November, 2016



展会概述

Overview of WCIF

中国西部国际博览会发轫于西部大开发，始创于2000年5月，永久会址设在四川省成都市。西博会秉承“共办、共享、共赢”办会理念，由国家发改委、商务部、外交部等16个部委、西部12省（区、市）及新疆生产建设兵团、博鳌亚洲论坛共同主办或支持，是四川省人民政府承办的国家级、国际性综合博览会，现已成功举办15届。经过15年发展，西博会已成为西部地区对外开放的重要窗口和最佳平台，是国家在西部地区重要的投资促进、贸易合作和外交服务平台，是西部地区实现西部合作、东西合作、中外合作的重要载体。2014年，西博会被中国政府纳入国家机制性大型涉外论坛和展会举办方案。2015年3月，西博会被纳入国家“一带一路”战略政府白皮书，成为推动“一带一路”建设的全国十大重点展会之一。

Western China International Fair (WCIF) was founded in May 2000 for the implementation of China's Western China Development Strategy, choosing Chengdu City, Sichuan Province as its permanent site. Under the theme of "co-hosting, sharing and win-win", WCIF is a state-level international exposition under the co-sponsorship and support of China's 16 ministries/commissions including National Development and Reform Commission, Ministry of Commerce, Ministry of Foreign Affairs, 12 provinces (autonomous regions/ municipalities) in western China and Xinjiang Production and Construction Corps and Boao Forum for Asia. Fifteen sessions have been undertaken by Sichuan Provincial People's Government so far. With 15 years' development, WCIF has been an important window and optimal platform for investment promotion, trade cooperation and diplomatic service in western China, as well as collaboration between eastern and western China, and cooperation between China and other countries. In 2014, WCIF was classified by the Chinese Government as one of the nation's institutional large-scale international exhibitions (forums/ conventions). In March 2015, WCIF was included in One Belt One Road (OBOR) strategy of Chinese Government White Paper and became one of the ten major national exhibitions (conventions) for facilitating the construction of OBOR.



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- 1、2008年10月，时任国务院副总理李克强出席第九届西博会并视察展馆。
- 2、2010年10月，时任国务院副总理王岐山出席第十一届西博会并视察展馆。
- 3、2013年10月，国务院副总理汪洋出席第十四届西博会并视察展馆。
- 4、2014年10月，国务院副总理马凯出席第十五届西博会并视察展馆。



1. In October 2008, the then Chinese Vice Premier Keqiang Li visited exhibition of the 9th WCIF.
2. In October 2010, the then Chinese Vice Premier Qishan Wang visited exhibition of the 11th WCIF.
3. In October 2014, the then Chinese Vice Premier Yang Wang visited exhibition of the 14th WCIF.
4. In October 2013, the then Chinese Vice Premier Kai Ma visited exhibition of the 15th WCIF.

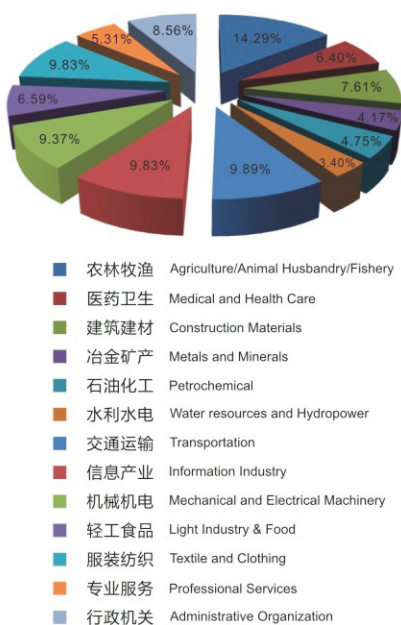
上届回顾 Retrospect of the 15th WCIF

第十五届西博会首次分两段举行，主展场展览总面积24万平方米（每段12万平方米），共有来自76个国家和地区、境内29个省（区、市）及新疆生产建设兵团的8981家企业参展，境外企业达2951家，同比增长108%。境外企业参展数量和面积分别占33%、27%。

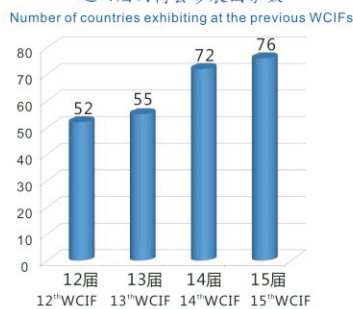
The 15th session was held in two phases for the first time in the history of the WCIF. The main exhibition area was 240,000 m² (120,000 m² for each phase). A total of 8,981 enterprises from 76 countries and regions, 29 Chinese provinces (regions/cities) and Xinjiang Production and Construction Corps attended the Fair, among which 2,951 were overseas enterprises, with a year-on-year increase of 108%. Overseas enterprises occupied 33% and 27% in terms of the total exhibitor number and exhibition area, respectively.



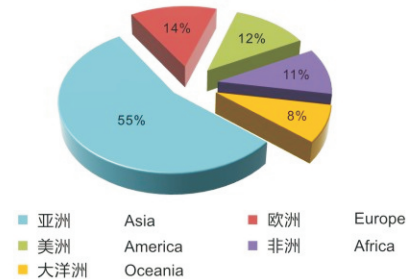
第十五届西博会专业观众所属行业分析
 Visitor profile



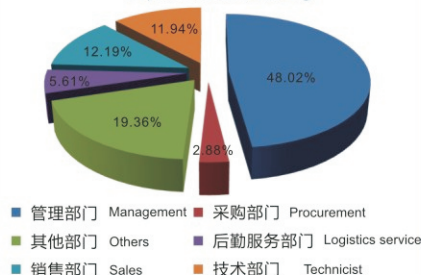
近四届西博会参展国家数
 Number of countries exhibiting at the previous WCIFs



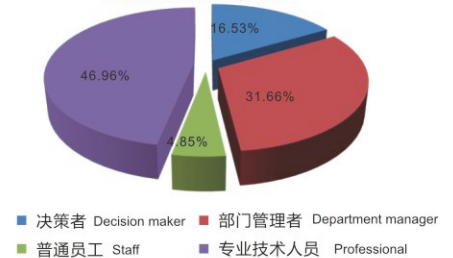
第十五届西博会五大洲参展企业数
 Proposition Exhibitors from 5 Continents



第十五届西博会专业观众所属部门分析表
 Departments visitors belong



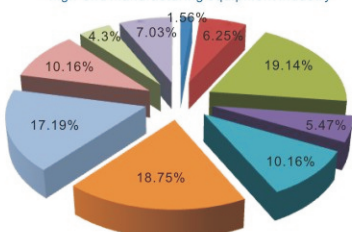
第十五届西博会专业观众职位分析表
 Professional visitors' positions



一段展示以工业类产品为主，专业性强，着重搭建投资促进平台。设西部合作馆、国际合作馆、高端装备制造馆、电子信息馆、应急产业馆共5大类展馆。法国、美国、德国、捷克、意大利、澳大利亚、南非、格鲁吉亚、保加利亚、乌兹别克斯坦等14个国家设置国家馆。

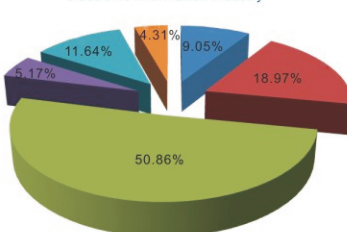
Phase I mainly showcased highly-specialized industrial products and focused on providing investment promotion platform. There were five exhibition divisions, namely, Western China Cooperation, International Cooperation, High-End Equipment Manufacturing, Electronic Information and Emergency Management. Fourteen counties, including France, the U.S., Germany, Czech Republic, Italy, Australia, South Africa, Georgia, Bulgaria and Uzbekistan, established national pavilions.

第十五届西博会高端装备制造行业参展企业分析
Analysis of the exhibitors from high-end manufacturing equipment industry



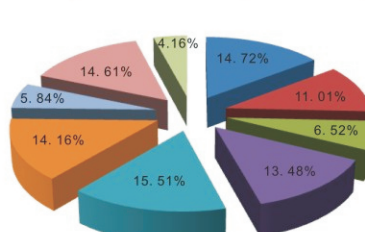
- 页岩气 Shale gas
- 航空与燃机 Aviation and gas turbine
- 节能环保装备 Energy conservation and environment protection equipment
- 新能源汽车 New energy automobile
- 信息安全 Information security
- 新材料 New material
- 通用航空 General aviation
- 自动化设备 Automation equipment
- 物流装备 Logistics equipment
- 汽车制造 Auto manufacturing

第十五届西博会电子信息产业类企业参展分析
Analysis of the exhibitors from electronic information industry



- 可穿戴设备 Wearable devices
- 平板显示 Flat panel display
- 消费电子 Consumable electronics
- 手游 Mobile game
- 电子商务 E-commerce
- 物联网 Internet of things

第十五届西博会农业产业类企业参展分析
Analysis of the exhibitors from agriculture industry



- 有机产品 Organic products
- 精品粮油 Grain and oil
- 中药材 Traditional Chinese medicine
- 茶叶 Tea
- 果菌 Fruit and mushrooms
- 食用菌 Livestock and animal
- 牲畜 Livestock and animal
- 酒饮 Wine and beverage
- 食品 Food
- 其他 Others

二段展销以消费类产品为主，覆盖面广，实现打造贸易合作平台。包括农业技术设备、农副产品、珠宝首饰、礼品工艺品、家具家居、纺织服装等，设农业产业馆、珠宝首饰馆、国际精品馆、国内精品馆、尚品家居馆共5大类展馆。

Phase II featured consumer goods and aimed to create a trade cooperation platform, with a wide coverage, including agricultural equipment, agricultural and sideline products, jewelry, gifts & crafts, furniture & home furnishing, textile & apparel, etc. There were five divisions, namely, Agricultural Industry, Jewelry, International Boutique, Domestic Boutique and Upscale Home Furnishing.





影响更加广泛，世界聚焦西部

More far-reaching influence, attracting global attention to western China

来自全球98个国家和地区的6万余名境内外嘉宾参会，境外部长级官员48人、驻华使节53人、国际组织官员15人、国内省部级领导32人；境外重要嘉宾代表团40余个，全球 300余家媒体、1500余名记者到会采访报道。

More than 60,000 guests from 98 countries and regions worldwide attended the Fair, including 48 foreign minister-level officials, 53 envoys to China, 15 international organization officials, 32 Chinese provincial and ministerial officials, over 40 important foreign delegations, as well as more than 300 media and 1,500 journalists all over the world.



More……



第十六届中国西部国际博览会 The 16th Western China International Fair

法国是第十五届西博会主宾国，法国国家馆举办有中法50周年回顾展，携5个大区、1个省、2个城市前来参展。带来了米其林、家乐福、安盟等32家法国企业，展览涵盖了零售、服务、农业科技、高端消费品、建筑、工业自动化、医疗、交通等行业。

As the Guest of Honor of the 15th WCIF, France held the China-France 50th Anniversary Retrospective Exhibition in the French National Pavilion and five regions, one province and two cities of France participated in the exhibition. Besides, 32 French enterprises, such as Michelin, Carrefour and Groupama-Gan also participated in the exhibition, showcasing retailing, services, agricultural science, upscale consumer goods, architecture, industrial automation, medical treatment, transportation and other industries.



实效更加突出，经贸成果丰硕

Highlighting constructive effectiveness, gaining remarkable results in economic and trade

第十五届西博会举办重大活动8项、专项活动42项，涉及投资、贸易、金融、教育、文化、农业、旅游等10多个领域。本届西博会共签约投资项目1067个，投资签约额8050.9亿元，本届西博会轮值主席单位——陕西省签约投资项目18个，投资总额211.85亿元；主题市泸州市签约48个项目，投资总额330.6亿元。贸易成交1210亿元，较去年增长12.24%。其中，四川省成交436亿元，占总成交额36%；国内省外成交376.2亿元，占31.1%；境外成交额64.5亿美元（折合人民币397.8亿元），占32.9%。

At the 15th WCIF, there were 8 major events and 42 special activities, covering more than 10 sectors, such as investment, trade, finance, education, culture, agriculture and tourism. A total of 1,067 investment projects have been signed during this Fair with a contract amount of RMB 805.09 billion. Shaanxi Province, the Rotating President of the 15th WCIF, has signed 18 investment projects with a contract amount of RMB 21.185 billion; Luzhou city, the Theme City, has signed 48 projects with an investment amount of RMB 33.06 billion. The trading amount reached RMB 121 billion, with a year-on-year increase of 12.24%: Sichuan took up 36% of the total volume by RMB 43.6 billion, other Chinese provinces took up 31.1% by RMB 37.62 billion and foreign countries took up 32.9% by USD 6.45 billion (about RMB 39.78 billion).



往届展会反响

Feedbacks on Previous Sessions of WCIF

西博会的集聚效应始终令人印象深刻，这是一个很好的国际交流沟通平台。

——联合国助理秘书长、联合国项目服务厅总干事 简·麦守信

The WCIF's clustering effect has always been impressive. This is a very good international exchange platform.

--Jan Mattsson, UN Assistant Secretary-General and Director of the United Nations Office for Project Services

西博会是一个很好的国际交流平台，在这里我看到了各国的产品。

——世界贸易组织前总干事 帕斯卡尔·拉米

The Western China International Fair is a good international exchange platform for countries, and I see products of many countries here.

-- Pascal Lamy, Former director-general of WTO

从五年前我第一次来参加西博会到今天的发展，我看到成都西博会在不断的的发展和壮大，规模越来越大，层次越来越高，高新技术吸引的（参会）国家越来越多。我感到西博会对促进西部的发展起到了积极的推动作用。

——中国国际贸易学会会长 王俊文

Five years ago, I came to WCIF for the first time and I've witnessed its constant growth and improvement over the years. Now, it has grown larger with higher level and is attracting more and more countries with its high and new technologies. I believe that WCIF is playing an active role in promoting the development of western China.

— Wang Junwen, Chairman of China Council for the Promotion of International Trade

西博会起到中心的作用，吸引中国其他地区和世界各国的投资。

——百事（中国）投资有限公司董事长 百事大中华区（饮料）总裁 陆文凯

WCIF acts as a center that attracts the investments from other Chinese regions and all over the world.

— Ken Newell, Chairman of Pepsi (China) Investment Co., Ltd, President of Pepsi Greater China Region (Beverage)

西博会在成都举办，拉近了中国西部与世界的距离，打开了一个很好的窗口，让世界更好地了解中国的西部，了解西部的四川，了解四川的成都，特别是让世界更好地感知到中国西部最具代表性城市的独特魅力。

——联合国贸易和发展会议副秘书长 佩特科·德拉甘诺夫

The WCIF held in Chengdu has narrowed the distance between Western China and the rest of the world and served as a window for the world to better understand Western China, Sichuan and Chengdu, especially the unique charm of the most representative city of Western China.

-- Petko Draganov, Deputy Secretary- General of UNCTAD

这次有很多著名的国外专家参加此次盛会，能够彼此分享国际化的观点，这对本地创新的能力也很有好处。

——美国通用电器公司高级副总裁 康贝丝

Many famous experts abroad have participated in this event, which allowed international ideas to be shared and improved the innovative ability of Sichuan.

— Beth Comstock, Senior Vice President of General Electric Company

四川是今年中国发展最快、最具活力的地区之一，这里的创新活力尤其让人印象深刻。我们十分看好四川未来的发展前景，期待本届西博会上发现新的合作机会，挖掘更大的合作潜力。

——IBM全球副总裁 彼得·梅齐森

This year, Sichuan is one of the fastest growing and most dynamic regions in China and I'm quite impressed about the innovation vitality here. We are very confident about the future development prospect of Sichuan and we hope that we can discover more cooperation opportunities and potentials in the upcoming WCIF.

— Peter Murchison, Vice President, Global WebSphere Engagement Team at IBM

西博会越来越现代化了。这种现代化包括会议本身的现代化、场馆的现代化、展品的现代化，最重要的当然是理念的现代化。

——家乐福中国区副总裁 吕仲立

WCIF is more and more modernized. The fair itself, the pavilions and the exhibits are modernized, and in particular, the concept modernization is of primary importance.

--Lv Zhongli, Vice President of Carrefour China



本届展会概述

Preview of the 16th WCIF

第十六届西博会将于2016年10月29日至11月9日，分两段在成都举行。展览总面积约20万平方米，主展场设在成都世纪城会展中心。

The 16th WCIF will be held in two phases from October 29 to November 9, 2016, at Century City New International Convention & Exhibition Center, Chengdu, with an exhibition area about 200,000 m².

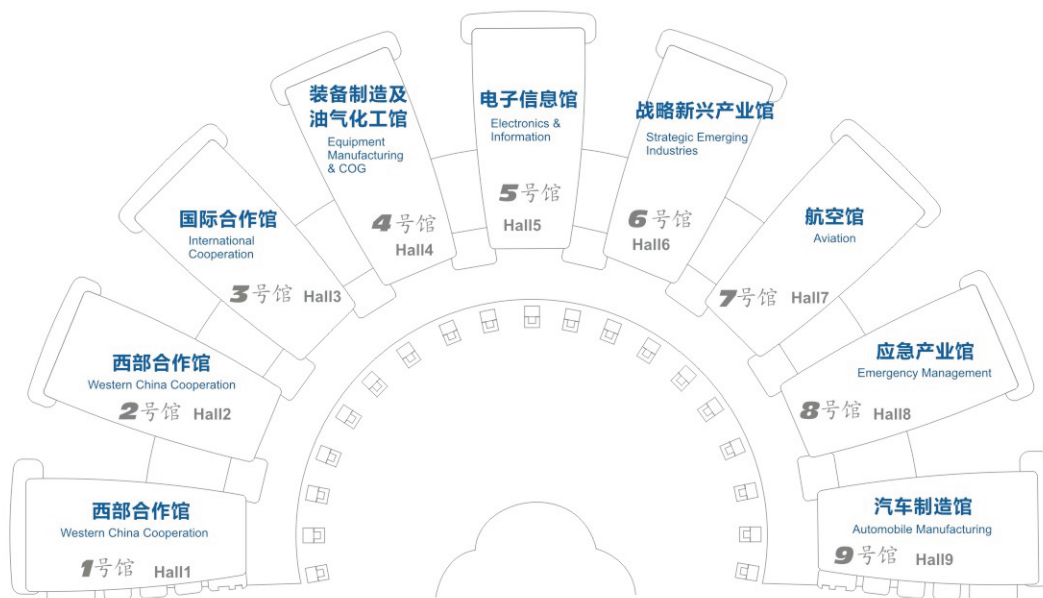
第一段 Phase I

以展示先进制造业为主，突出投资促进。设西部合作馆、国际合作馆、装备制造及油气化工馆、电子信息馆、战略新兴产业馆、航空馆、应急产业馆、汽车制造馆8类展馆。展览时间10月29日—11月1日。

Focusing on investment promotion, it features advanced manufacturing. There are eight divisions, namely, Western China Cooperation, International Cooperation, Equipment Manufacturing & COG, Electronics & Information, Strategic Emerging Industries, Aviation, Emergency Management, and Automobile Manufacturing. Time: October 29 to November 1.

第十六届中国西部国际博览会展览总平面图

Layout of the 16th Western China International Fair



第一段：2016年10月29日-11月1日

The 1st Phase: Oct. 29 - Nov.1, 2016

展位租金

室内升级标准展位：¥ 10000/9m² or \$ 1650/9m², 9m²=3m×3m

室内空地展位：¥ 860/m² or \$ 140/m², 36m²起订。

Booth Rental

Indoor upgraded standard booth: RMB 10,000/9m² or USD 1,650/9m² (9m²=3m×3m).

Indoor raw space: RMB 860/m² or USD 140/m² (36m² at minimum)

西部合作馆：突出国内东中西部区域互动合作，主要展示中国西部12省（区、市）及新疆生产建设兵团、四川省内市（州）的优势产业及商品。

国际合作馆：主要展示欧盟等发达经济体、“一带一路”沿线国家（区域）的科技创新、服务贸易、优势产业及商品。专设主宾国德国国家馆。

装备制造及油气化工馆：主要展示油、气勘探、开发、采集及运输所涉及的设备、工具，技术服务与建设工程设备；钻采、导输、存储技术、设备；管道设备；控制系统及配套机械设备、产品、仪器仪表；实验室设备、安全设备等。

电子信息馆：主要展示电子信息产业新技术、设备、产品，展示“互联网+”、显示技术、电子金融、云计算、电子零配件、智能终端、消费电子、机器人等。

战略新兴产业馆：主要展示高新技术成果转化，新能源、新材料，节能环保产业，以及农业科技、生物医药等。

航空馆：主要展示航空运营和服务，展示通用航空、无人机、航空制造、航空材料、航空维修与培训、航空食品等。

应急产业馆：主要展示监测预警类应急产品、预防防护类应急产品、处置救援类应急产品、应急服务新业态等。

汽车制造馆：主要展示新能源汽车、智能汽车研发及生产技术、电桩及其配套产品、车载电子产品和技术、汽车零配件、汽车文化等。

Western China Cooperation: highlighting interaction and cooperation between the nation's eastern, central and western regions, it mainly exhibits the competitive industries and commodities of 12 provinces (regions/cities) in western China, Xinjiang Production and Construction Corps, as well as cities (prefectures) in Sichuan Province .

International Cooperation: it mainly exhibits technology innovation, services, competitive industries & commodities from developed economies, such as the EU, and countries along the One Belt One Road (OBOR). There will be a national pavilion for Germany, the Guest of Honor of this session.

Equipment Manufacturing and COG: it mainly exhibits equipment, tool, technical services and construction work equipment involved in exploration, development, gathering and transportation of oil and gas; technologies about drilling, transportation and storage; pipeline equipment; control system and supporting mechanical equipment, products, instrumentation; laboratory equipment and safety equipment, etc.

Electronics & Information: it mainly exhibits new tech, equipment & products covering "Internet +", display tech, electronic finance, cloud computing, electronic spare and accessory parts, intelligence terminal, consuming electronics, and robot, etc.

Strategic Emerging Industries: it mainly exhibits high-tech achievement transformation, new energy, new materials, energy-conservation & environment-protection, agriculture tech and bio-pharmaceutical, etc.

Aviation: it mainly exhibits airline operation and services, general aviation, unmanned aerial vehicle (UAV), aeronautical manufacture, materials, maintenance and training, in-flight meals, etc.

Emergency Management: it mainly exhibits products for emergency prevention by monitoring & pre-warning, protection, rescue, and new form emergency services, etc.

Automobile Manufacturing: it mainly exhibits new-energy vehicle, R&D and manufacturing tech of intelligent vehicles, charging pile & auxiliary products, in-car electronics & tech, auto parts, and auto culture, etc.



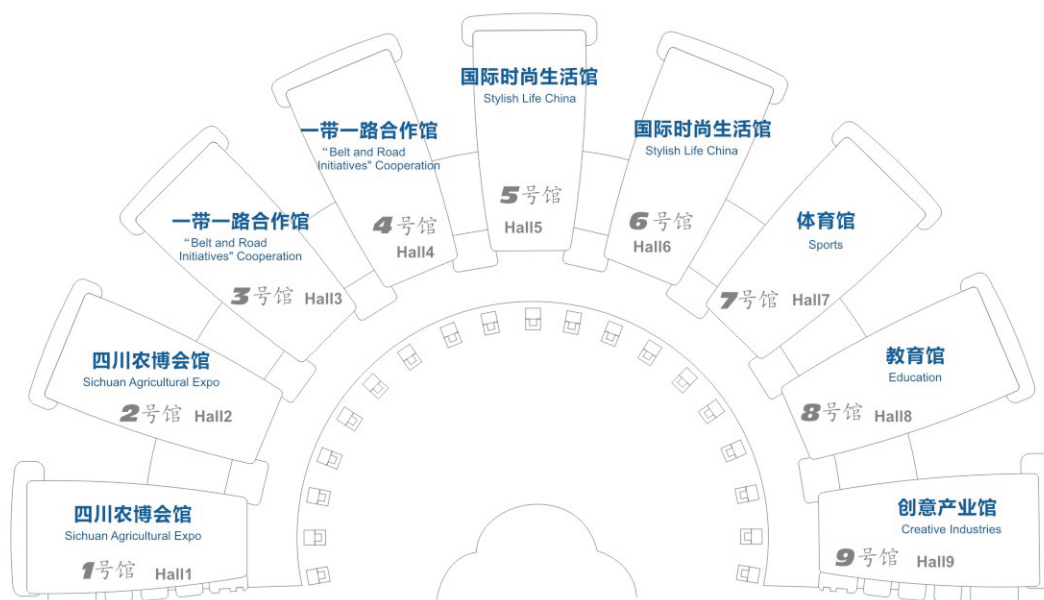
第二段 Phase II

以展示新型消费品为主，突出贸易合作。设四川农博会馆、一带一路合作馆、国际时尚生活馆、体育馆、教育馆、创意产业馆6类展馆。展览时间11月5日—11月9日。

Focusing on trade cooperation, it features consumer goods. There are six divisions, namely, Sichuan Agricultural Expo, "Belt and Road Initiatives" Cooperation, Stylish Life China, Sports, Education and Creative Industries. Time: November 5 to November 9.

第十六届中国西部国际博览会展览总平面图

Layout of the 16th Western China International Fair



第二段：2016年11月5日-11月9日
The 2nd Phase: Nov. 5 - Nov.9, 2016

展位租金	Booth Rental
室内升级标准展位：¥ 10000/9m ² or \$1650/9m ² , 9m ² =3m×3m	Indoor upgraded standard booth: RMB 10,000/9m ² or USD 1,650/9m ² (9m ² =3m×3m).
室内标准展位：¥ 8000/9m ² or \$1320/9m ² , 9m ² =3m×3m	Indoor standard booth: RMB 8,000/9m ² or USD 1,320/9m ² (9m ² =3m×3m).
室内空地展位：¥ 860/m ² or \$140/m ² , 36m ² 起订	Indoor raw space: RMB 860/m ² or USD 140/m ² (36 m ² at minimum)
农博会展馆价格	Booth Rental for Sichuan Agricultural Expo
室内升级标准展位：¥ 7600/9m ² or \$1254/9m ² , 9m ² =3m×3m	Indoor upgraded standard booth: RMB 7,600/9m ² or USD 1,254/9m ² (9m ² =3m×3m).
室内标准展位：¥ 6500/9m ² or \$1072/9m ² , m ² =3m×3m	Indoor standard booth: RMB 6,500/9m ² or USD 1,072/9m ² (9m ² =3m×3m).
室内空地展位：¥ 650/m ² or \$107/m ² , 36m ² 起订	Indoor raw space: RMB 650/m ² or USD 107/m ² (36 m ² at minimum)

四川农博会馆：主要展示农业产业化龙头企业、专业合作社、集体经济组织、家庭农场、乡村旅游等新型农业经营主体发展现代农业所取得的成果及优势特色农产品。

一带一路合作馆：主要展示“一带一路”沿线国家（区域）酒饮食品、保健品、家具家居、工艺品，跨境电商平台、现代金融平台，国内各省（区、市）优势产业及商品。

国际时尚生活馆：主要展示港、澳、台、中国大陆、韩国及其他国家和地区在家装设计、家居用品、服装服饰、美容美发、化妆整形、休闲保健、婚庆婴童、餐饮食品、零售连锁等领域的产品和服务。

体育馆：主要展示体育赛事、群众体育场所设施及服务、体育器材和用品、体育场馆建设、健身器材、户外运动装备、运动服装等。

教育馆：主要展示海外高校、境外教育机构、留学相关服务产业、语言培训机构、职业培训学校和机构、考试中心等。

创意产业馆：主要展示文化创意产品、创意创新产品、双创科技园及成果、动漫产业及衍生品、数字游戏等。

Sichuan Agriculture Expo: it mainly exhibits achievements and competitive featured agricultural products from new-type agriculture managing entities, such as leading enterprises in agriculture industrialization, specialized cooperatives, collective economic organizations, family farms, rural tourism, etc.

"Belt and Road Initiatives" Cooperation: it mainly exhibits drinks & beverage, food, health care products, furniture & home furnishing, art and craft, cross-border E-business, financial platform by countries (regions) along OBOR, as well as relevant competitive industry and commodities in Chinese province (autonomous region, and municipalities).

Stylish Life China: it mainly exhibits products and services in interior design, houseware, garment & accessories, skin care & hairdressing, cosmetics & plastic, leisure & health care, wedding & baby products, catering & food, and retail chains, etc., from Hong Kong, Macau, Taiwan, Mainland China, South Korea and other countries.

Sports: it mainly exhibits sport events, public sport facilities and services, sport equipment and gears, sport venue construction, fitness equipment, outdoor sport equipment, and sportswear, etc.

Education: it mainly exhibits oversea schools, overseas educational institutions, relevant service of studying abroad, language training institutes, profession training institutes and schools and test centers, etc.

Creative Industries: it mainly exhibits creative cultural products, creative and innovative products, science and technology parks and ITS achievements, anime industry and its derivatives, and digital games, etc.

第十六届中国西部国际博览会组织机构

Organization of the 16th Western China International Expo

主办单位

国家发展和改革委员会
商务部
科学技术部
国家工商行政管理总局
中华全国工商业联合会
中国人民对外友好协会
中国国际贸易促进委员会
四川省人民政府

Hosts

National Development and Reform Commission
Ministry of Commerce
Ministry of Science and Technology
State Administration for Industry and Commerce
All-China Federation of Industry & Commerce
Chinese People's Association for Friendship with Foreign Countries
China Council for the Promotion of International Trade
Sichuan Provincial People's Government

支持单位

博鳌亚洲论坛

Sponsor

Boao Forum for Asia

承办单位

四川省人民政府

Undertaker

Sichuan Provincial People's Government

其他成员单位

外交部
工业和信息化部
农业部
国务院国有资产监督管理委员会
国家质量监督检验检疫总局
国家旅游局
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内蒙古自治区人民政府
广西壮族自治区人民政府
新疆生产建设兵团

Others

Ministry of Foreign Affairs
Ministry of Industry and Information
Ministry of Agriculture
State-Owned Assets Supervision and Administration Commission of the State Council
General Administration of Quality Supervision, Inspection and Quarantine
China National Tourism Administration
Overseas Chinese Affairs Office of The State Council
All China Federation of Supply and Marketing Cooperatives
All China Federation of Returned Overseas Chinese
Chongqing Municipal People's Government
Guizhou Provincial People's Government
Yunnan Provincial People's Government
People's Government of Tibet Autonomous Region
Shaanxi Provincial People's Government
Gansu Provincial People's Government
Qinghai Provincial People's Government
People's Government of the Ningxia Hui Autonomous Region
People's Government of the Xinjiang Uygur Autonomous Region
People's Government of the Inner Mongolia Autonomous Region
People's Government of the Guangxi Zhuang Autonomous Region
Xinjiang Production and Construction Corps

主宾国

德国

Guest of Honor

Germany

轮值主席省

贵州省

Rotating President

Guizhou Province

主题市州

四川省遂宁市

Theme City

Suining, Sichuan

展览执行单位

四川国际会展有限公司

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