



第三届RCEP区域(山东) 进口商品博览会

The 3rd RCEP (Shandong) Import Expo

邀请函

INVITATION

2023年8月18日-20日

临沂国际博览中心

August 18 to 20, 2023

Linyi International Expo Center



第三届RCEP区域(山东) 进口商品博览会

The 3rd RCEP (Shandong) Import Expo

尊敬的先生/女士:

第三届RCEP区域(山东)进口商品博览会定于2023年8月18日-20日在临沂国际博览中心举办。本届博览会设立3个展馆,分别为RCEP国际馆、RCEP智能科技馆和RCEP精致生活馆,展览面积共计3.5万平方米,折合国际标准展位1200个。

我们诚挚邀请您光临本届博览会,并预祝您在展会期间收获友谊、收获财富、收获成功!

第三届RCEP区域(山东)进口商品博览会组委会

Dear Sir/Madam,

The 3rd RCEP (Shandong) Import Expo will be held at Linyi International Expo Center from August 18 to 20, 2023. It will consist of three pavilions, including RCEP International Pavilion, RCEP Intelligent Science and Technology Pavilion and RCEP Exquisite Life Pavilion, with a total exhibition area of 35,000 square meters, equivalent to 1,200 international standard booths.

We sincerely request your presence to the Expo, and wish you to gain friendship, wealth and success during the exhibition!

The Organizing Committee Office of the 3rd RCEP (Shandong) Import Expo

展会主题

EXPO THEME

新时代 新格局 新平台 新机遇

New Era, New Pattern, New Platform, New Opportunities

组织机构

ORGANIZING AUTHORITIES

支持单位: 中国—东盟中心

Supporter: China-ASEAN Center

主办单位: 临沂市人民政府

Organizers: Linyi Municipal People's Government

山东省商务厅

Department of Commerce of Shandong Province

山东省人民政府外事办公室

Foreign Affairs Office of Shandong Provincial People's Government

承办单位: 临沂市商务局

Co-Organizers: Linyi Municipal Bureau of Commerce

临沂市人民政府外事办公室

Foreign Affairs Office of Linyi Municipal Peoples Government

兰山区人民政府

Lanshan District People's Government

展会时间、地点

DATE AND VENUE

时间: 2023年8月18日-20日

地点: 临沂国际博览中心

Date: August 18 to 20, 2023

Venue: Linyi International Expo Center

展会规划

EXHIBITION PLANNING

(一) 展示内容 CONTENTS OF EXHIBITION

第三届RCEP博览会设置3个展馆，展览面积3.5万平方米，折合国际标准展位1200个。同时，举办云上RCEP博览会，举办“云展览”，开展“云展示”，利用临沂市直播电商优势，开展现场直播带货，提升展会效果。

The 3rd RCEP (Shandong) Import Expo consists of 3 exhibition halls, with a total exhibition area of 35,000 square meters, equivalent to 1,200 international standard booths. Meanwhile, the Cloud RCEP Expo will be held with "cloud exhibition" and "cloud display", by utilizing the advantage of the live telecast of e-commerce of Linyi, to carry out the live telecast selling goods, so as to improve the effect of the exhibition.

(二) 展区设置 EXHIBITION AREAS SETTING-UP

1. RCEP国际馆：国家馆、国际友好省份和城市、跨境电商及国际贸易服务商、进口商品市场、跨境电商平台和园区、海外仓、综合保税园区等；
2. RCEP智能科技馆：主要展示智能家居、高科技电子产品、高端品牌汽车、手机等商品；
3. RCEP精致生活馆：主要展示进口美妆个护、母婴用品、食品饮料、酒类和日用品等“高、精、特、优”世界级代表性品牌。

1.RCEP International Pavilion: consists of national pavilions, and pavilions for international sister provinces and cities, cross-border E-commerce and trade servicers, import commodities markets, cross-border E-commerce platforms and parks, overseas warehouses, comprehensive bonded zones, etc.

2.RCEP Intelligent Science and Technology Pavilion: Mainly exhibits smart home furnishings, high-tech electronic products, high-end brand cars, mobile phones and other imported goods;

3.RCEP Exquisite Life Pavilion: Mainly exhibits the world's representative brands of "high level, top quality, special grade and first rate" of imported beauty and personal care, maternal and infant products, food and beverage, wine, liquors and daily necessities.



往届回顾

PREVIOUS REVIEW

第二届RCEP区域（山东）进口商品博览会于2022年8月19日-21日成功举办，吸引了 56 个国家和地区的 512 家企业参展。展示展销了韩国福库、泰国芝芙莲、菲律宾欧可可、韩国啾乐乐、澳大利亚可莱尼等众多 RCEP 区域知名国际品牌企业产品。累计到会观众 4.3 万人次，其中专业采购商 2.1 万人次；现场交易额 2.3 亿元，意向交易额 7.5 亿元。

同期的网红选品会，严选出 120 家 参展企业的 1000 余种产品，并上架快手“好物联盟”供带货主播筛选。组织国内 200 余家直播基地、MCN 机构等直播电商机构进行现场选品，邀请了 20 余名知名主播参与现场带货，并选聘 50 名直播行业头部主播作为第二届 RCEP 博览会网红形象大使和网红宣传大使。通过展会直播观看人数达2000 余万人次，实现电商直播交易额 5000 余万元。

The 2rd RCEP (Shandong) Import Expo was successfully held from August 19 to 21, 2022, with a total exhibition area of 35,000 square meters, attracting 512 enterprises from 56 countries and regions. It exhibited and sold lots of products of famous brands in the RCEP region, such as Cuckoo from South Korea, Giffarine from Thailand, Oucoco from the Philippines, Pororo from South Korea, Coco Brownie from Australia, etc. A total of 43,000 man-times of visitors, including 21,000 man-times of professional buyers presented at the expo. The on-site trading volume was 230 million yuan, and the intended trading volume 750 million yuan.

During the same period, RCEP Live Broadcasting Purchasing Meeting selected more than 1000 kinds of products from 120 exhibitors for the e-commerce live telecast on the “Kuaishou” platform. It also organized more than 200 domestic live broadcast bases, MCN institutions and other live e-commerce institutions to conduct on-site selection. More than 20 well-known Internet-influencing anchors were invited to participate in the live e-commerce. 50 live broadcast industry head influencing anchors were selected as the 2nd RCEP Expo web celebrity image ambassadors and promotion ambassadors. The number of viewers through the live broadcast of the exhibition reached more than 20 million man-times, and the transaction volume of e-com-





第三届RCEP区域（山东）进口商品博览会组委会办公室

参展热线：15853970256

地址：临沂国际博览中心（双岭路49号）

邮箱：swjhzb@ly.shandong.cn

The Organizing Committee Office of the 3rd RCEP (Shandong) Import Expo

Tel : 15853970256

Address : Linyi International Expo Center(Shuangling No.49 Road)

Email : swjhzb@ly.shandong.cn