

# 第十九届中国西部国际博览会组织架构

## Organizational Structure of the 19th Western China International Fair



**主办单位** 中华人民共和国国家发展和改革委员会、中华人民共和国商务部、中华人民共和国科学技术部、中华人民共和国国家市场监督管理总局、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

**支持单位** 博鳌亚洲论坛

**承办单位** 四川省人民政府

**成员单位** 包括主办单位和中华人民共和国外交部、中华人民共和国工业和信息化部、中华人民共和国农业农村部、中华人民共和国文化和旅游部、国务院国有资产监督管理委员会、中华全国供销合作总社、中华全国归国华侨联合会、内蒙古自治区人民政府、广西壮族自治区人民政府、重庆市人民政府、贵州省人民政府、云南省人民政府、西藏自治区人民政府、陕西省人民政府、甘肃省人民政府、青海省人民政府、宁夏回族自治区人民政府、新疆维吾尔自治区人民政府、新疆生产建设兵团

**执行单位** 中国西部国际博览会组委会秘书处（四川省经济合作局、四川国际博览集团）

# 2023 THE 19TH WESTERN CHINA INTERNATIONAL FAIR

## 第十九届 中国西部国际博览会

**Hosts** National Development and Reform Commission of the People's Republic of China, Ministry of Commerce of the People's Republic of China, Ministry of Science and Technology of the People's Republic of China, State Administration for Market Regulation of the People's Republic of China, All-China Federation of Industry and Commerce, Chinese People's Association for Friendship with Foreign Countries, China Council for the Promotion of International Trade, The People's Government of Sichuan Province.

**Supporter** Boao Forum for Asia

**Organizer** The People's Government of Sichuan Province

**Member Units** Hosts of the WCIF, Ministry of Foreign Affairs of the People's Republic of China, Ministry of Industry and Information Technology of the People's Republic of China, Ministry of Agriculture and Rural Affairs of the People's Republic of China, Ministry of Culture and Tourism of the People's Republic of China, State-owned Assets Supervision and Administration Commission of the State Council, All-China Federation of Supply and Marketing Cooperatives, All-China Federation of Returned Overseas Chinese, The People's Government of Inner Mongolia Autonomous Region, The People's Government of Guangxi Zhuang Autonomous Region, Chongqing Municipal People's Government, The People's Government of Guizhou Province, The People's Government of Yunnan Province, The People's Government of Tibet Autonomous Region, The People's Government of Shaanxi Province, The People's Government of Gansu Province, The People's Government of Qinghai Province, The People's Government of Ningxia Hui Autonomous Region, The People's Government of Xinjiang Uygur Autonomous Region, Xinjiang Production and Construction Corps.

**Executive Unit** Secretariat of the Organizing Committee of Western China International Fair (Sichuan Provincial Bureau of Economic Cooperation, Sichuan International Expo Group)

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官方网站 / Official Website: <http://xbh.wcif.cn/>

### 举办时间 DATE

2023年6月29日-7月3日  
June 29 to July 3, 2023

### 举办地点 LOCATION

四川·成都  
Chengdu, Sichuan

## ▶ 展会概述 OVERVIEW

中国西部国际博览会(以下简称西博会)发端于西部大开发,始创于2000年5月,永久会址设在四川省成都市,系国家机制性大型涉外展会、“一带一路”建设重要平台、中国对外开放的重要窗口,现已成功举办18届。

第十九届西博会坚持以习近平新时代中国特色社会主义思想为指导,深入学习贯彻党的二十大和习近平总书记对四川工作系列重要指示精神,全面落实习近平总书记致西博会贺信精神,以中国式现代化引领西部地区现代化建设,深入推进“一带一路”、新时代西部大开发、成渝地区双城经济圈、西部陆海新通道建设,充分发挥西博会作为中国对外开放重要窗口作用,积极扩大西部地区高水平对外开放,积极推进“四化同步、城乡融合、五区共兴”,为夺取贯彻党的二十大精神开局之年新胜利作出积极贡献。

Originated from the Western China Development Program, the Western China International Fair (WCIF) has been successfully held for 18 sessions since May 2000, with its permanent venue in Chengdu, Sichuan Province. As a major institutionalized international exhibition, it has become a major platform for boosting the Belt and Road Initiative and an important window for China's opening up.

The 19th WCIF will be held under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the guiding principles from the 20th CPC National Congress and the directives by General Secretary Xi Jinping on the work of Sichuan, and the congratulatory letter Xi sent to the WCIF, taking the Chinese path to modernization as the guide in promoting the modernization of Western China. The WCIF plays a role of an important window for China's opening-up so as to step up efforts in seizing major opportunities including the "Belt and Road" Initiative, the development of western regions in the new era, the Chengdu-Chongqing economic circle, and the New Western Land-Sea Corridor. The 19th WCIF aims to promote high-level opening up in Western China with the principles of "integrating the development of industrialization, IT application, urbanization, and agricultural modernization, enhancing urban-rural integration and seeking Sichuan's collaborative development", and further contributing to striving for the victory of implementing the spirit of the 20th CPC National Congress in its first year.

### • 前18届西博会:

- 共签订投资合作协议1.2万余个。
- 累计境外参展参会国家(地区)1166个次,展览面积226.4万平方米,参展企业超过6万家。
- 吴邦国、温家宝、李克强、汪洋、王岐山等党和国家领导人,以及67位外国政要(前政要)、600多位部长级官员和重要国际组织负责人分别出席。

### • The Previous 18 Sessions of WCIF:

- A total of 12,000 investment cooperation agreements were signed.
- A total of 1,166 times of overseas countries (regions) participated in the exhibition, with an accumulated exhibition area of 2.264 million square meters and more than 60,000 exhibiting companies.
- Party and state leaders including Wu Bangguo, Wen Jiabao, Li Keqiang, Wang Yang, Wang Qishan, as well as 67 foreign (former) dignitaries, more than 600 ministerial-level officials and heads of important international organizations attended the fair.



• 2008年10月

时任中共中央政治局常委、国务院副总理  
李克强出席第九届西博会

In October 2008, Li Keqiang, then Member of the Standing Committee of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, attended the 9th WCIF.

• 2013年10月

时任中共中央政治局委员、国务院副总理  
汪洋出席第十四届西博会

In October 2013, Wang Yang, then Member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, attended the 14th WCIF.

• 2010年10月

时任中共中央政治局委员、国务院副总理  
王岐山出席第十一届西博会

In October 2010, Wang Qishan, then Member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, attended the 11th WCIF.

## ▶ 定位 POSITIONING

坚持“共办共享共赢”的办会理念,充分发挥投资促进、贸易合作、外交服务“三个平台”和西部合作、东西合作、中外合作“三个载体”作用,坚持专业化办展、品牌化经营、市场化运作、国际化拓展,强化西博会的投资促进和产业合作功能,打造西部地区规模最大、门类最齐全、影响力最强的西部第一开放合作展会平台,打造成为全球包容、开放合作、互惠发展的新型国际公共产品,为共建开放型世界经济抒写西部答卷、展示西部力量。

Upholding the principle of "co-hosting, sharing and mutual-benefits," WCIF will give full play to its role of "three platforms" of investment promotion, trade cooperation, and diplomatic service and of "three carriers" for promoting cooperation within China's western regions, between eastern and western regions, and between China and foreign countries. Following the guidelines of professional exhibitions, brand management, market-oriented operation, and international expansion, we focus on strengthening the functions of investment promotion and industry cooperation of WCIF to develop it into Western China's NO.1 exhibition platform with the largest scale, the most extensive range in category, and the most profound influence. Moreover, to build WCIF into a new type international public product for facilitating global inclusion, opening up & cooperation, and mutually beneficial development, we are making our efforts and showcase the strength of Western China in building an open world economy.

## ▶ 嘉宾邀请 PARTICIPANTS

境内部分:重点邀请党和国家领导人,国家有关部委、各省(区、市)和新疆生产建设兵团领导,知名专家学者参会。邀请中央企业、中国500强企业及民营500强企业、产业龙头企业、“专精特新”企业及国内重要商协会在内在的相关负责人。

境外部分:邀请主宾国、“一带一路”沿线、区域全面经济伙伴(RCEP)、全面与进步跨太平洋伙伴关系协定(CPTPP)等相关国家政要(前政要)、部长级官员、驻华使节,港澳地区官员、国际组织负责人、国际友好省州(城市)官员等重要嘉宾参会。邀请主宾国、“一带一路”沿线、区域全面经济伙伴(RCEP)、全面与进步跨太平洋伙伴关系协定(CPTPP)等相关国家或国际商(协)会在华负责人,世界500强企业和知名跨国公司负责人,与西部产业契合的外(合)资企业、行业龙头企业、区域及跨国连锁企业、零售批发企业及相关行业企业负责人、著名侨商赴会洽谈投资和参展、采购。

Domestic Participants: We would like to invite Party and state leaders, leading officials of relevant national ministries and commissions, provinces (autonomous regions and municipality), Xinjiang Production and Construction Corps, as well as renowned experts and scholars to attend the fair. We would like to invite heads of the Chinese central state-owned enterprises, China's top 500 enterprises, China's top 500 private enterprises, leading industrial enterprises, specialized and sophisticated enterprises that produce new and unique products, and important domestic business associations.

Overseas Participants: We would like to invite foreign (former) dignitaries, ministerial-level officials, and ambassadors to China from the Guest Country of Honor, countries along the Belt and Road, and member countries of RCEP and the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP) to attend the fair. Also, representatives from institutions of Hong Kong and Macao, and representatives of international organizations and officious from International Sister states (cities) will be invited. We would like to invite heads of international chambers of commerce (associations) in China from the Guest Country of Honor, countries along the Belt and Road, countries included in the RCEP and the CPTPP, heads of Fortune Global 500 companies and well-known multinational companies, heads of enterprises fitting with industries in Western China, such as overseas-funded (joint venture) enterprises, leading industrial enterprises, regional and multinational chain enterprises, retail and wholesale enterprises, and influential overseas Chinese businessmen, will be invited to attend the fair for investment, exhibition, and procurement.



政要

Dignitaries



主宾国

Guest Country of Honor



一带一路国家

Belt and Road Countries



世界500强企业

Fortune Global 500 Companies



龙头企业

Leading Enterprises



国际商协会

International Business Associations



专家学者

Experts and Scholars



行业客商

Trade Visitors

## ▶ 展览展示 EXHIBITION

本届西博会聚焦高水平对外开放、深化区域交流合作、服务现代化产业体系建设等目标设置展览展示内容，主展场设在中国西部国际博览城，规划展览总面积约20万平方米，由主题展示、专业展示、生活市集、西博大舞台4大板块组成。成都国际商贸城为分展场。

The exhibits and activities of the 19th WCIF will be targeted at high-level opening up, enhancing regional exchanges and cooperation, and serving the building of a modern industrial system. The main exhibition venue is located at the International Exhibition Center of Western China International Expo City, with a total planned exhibition area of about 200,000 square meters. The exhibition includes four sections: theme exhibition, professional exhibition, lifestyle market, and WCIF stage. Chengdu International Trade City will serve as the sub-venue of the fair.

## ▶ 主题展区 THEME EXHIBITION

### • “一带一路”国际合作馆

“Belt and Road” International Cooperation Pavilion

设主宾国展区、国家馆展区、可持续发展及跨境贸易展区，主要展示“一带一路”沿线国家及地区投资机遇，经济、贸易、人文合作交流成果，全球知名品牌及特色进口消费品等。

The pavilion consists of exhibition areas for the Guest Country of Honor, national pavilions, and sustainable development & cross-border trade. The pavilion will showcase the investment opportunities and cooperation achievements in economy, trade, and people-to-people exchanges of the countries and regions along the Belt and Road, well-known global brands, and featured import consumer goods.

### • 新时代西部大开发馆

Western China Development in the New Era Pavilion

设西部省（区、市）和新疆生产建设兵团展区及四川省科技成果转化展区，主要展示新时代西部地区开发开放成果、现代化产业体系发展、科技创新、优势产业及特色产品等。

The pavilion consists of exhibition areas for western provinces (autonomous regions and municipalities), Xinjiang Production and Construction Corps, and Sichuan provincial applications of advances in science and technology. It will highlight the achievements of development and opening up, the progress of the modern industrial system, scientific and technological innovations, advantageous industries, and featured products of western China in the new era.

### • 成渝地区双城经济圈建设馆

Chengdu-Chongqing Economic Circle Pavilion

设四川省（州）和重庆市（县）展区，主要展示川渝相关地区合作的成果和重大引领性项目，包括现代产业体系建设、基础设施互联互通、科技创新中心协同共建、生态共建共保、城乡融合发展、公共服务共建共享等内容。

The pavilion consists of exhibition areas for Sichuan's cities (prefectures) and Chongqing's districts (counties). It mainly displays the cooperation achievements and groundbreaking projects in Sichuan-Chongqing region, including the building of a system of modern industries, integration of infrastructure, coordinated construction of science and technology innovation center, joint construction and protection of ecology, urban-rural integrated development, and joint contribution and shared benefits of public services.

### • 区域合作发展馆

Regional Cooperation and Development Pavilion

设中东部省（区、市）展区，主要展示京津冀、长三角、长江经济带、黄河经济带等区域科技成果、重大项目、投资机遇及特色产品，浙江对口支援和东西部协作及省内飞地园区取得的成果、产业合作重大引领性项目等。

The pavilion sets up exhibition areas for China's central and eastern provinces (autonomous regions and municipalities) to display the scientific and technological achievements, major projects, investment opportunities, and featured products of the Beijing-Tianjin-Hebei region, the Yangtze River Delta region, the Yangtze River Economic Belt, and the Yellow River Economic Belt. Also, remarkable outcomes achieved in Zhejiang Province's paired assistance to the western region, collaboration between the eastern and western regions, Sichuan's enclave industrial parks, and major, groundbreaking projects for industrial cooperation will be showcased.

### • 企业发展馆

Enterprise Development Pavilion

设国企、民企优势特色产业展，重点展示国企、知名民企等在相关领域向高端化迈进、新型化深入、规模化突破方面的规划及新技术、新成果、新产品。

The pavilion consists of exhibition areas for the advantageous and distinctive industries of state-owned enterprises and private enterprises. It will focus on the future plans, new technologies, new achievements, and new products of these enterprises in pursuit of high-end consumption, new-type products, and scale up development.

### • 四川“五区共兴”馆

Sichuan Collaborative Development Pavilion

设省内市（州）馆，主要展示成都平原经济区、川南经济区、川东北经济区、攀西经济区、川西北生态示范区总体规划布局、现代化建设成果、乡村振兴成就、文化及特色产品等。

The pavilion sets up exhibition areas for Sichuan's cities (prefectures) to showcase the overall planning layout, major advances in modernization, achievements in rural revitalization, and cultural and featured products of the Chengdu Plain Economic Zone, South Sichuan Economic Zone, Northeast Sichuan Economic Zone, Panxi Economic Zone, and Northwest Sichuan Ecological Demonstration Zone.

## ▶ 专业展示 PROFESSIONAL EXHIBITION

### • 第四届中国西部国际数字经济博览会

The 4th Western China International Digital Economy Expo

展示数字经济领军企业、新兴独角兽、“专精特新”企业、产业园区等单位在5G、人工智能、大数据、云计算、数字政府、智慧社会、新型智慧城市、工业互联网、绿色低碳等方面的应用场景和标杆项目，“芯屏存感端”“大智网云安”等数字核心产业最新产品。

The expo will showcase the application scenarios and benchmark projects of digital economy leading enterprises, emerging unicorn companies, specialized and sophisticated enterprises that produce new and unique products, and industrial parks, etc., in digital technologies, such as 5G, artificial intelligence, big data, cloud computing, digital government, smart society, new smart city, industrial internet, and green low-carbon, and the latest products of digital core industries including “integrated circuits, displays, storage, sensor and intelligent terminal” and “Dazhiwangyunan”.

## 第五届中国(四川)养老服务暨养老产业博览会

The 5th China (Sichuan) International Senior Care Industry & Service Exhibition

主要展示四川养老服务方面的政策及发展规划, 国内外养老服务、智慧养老、适老化改造、无障碍生活、医养结合、老年用品等方面优质企业的专业成果及产品。

It will display Sichuan's policies and plannings related to senior care services, as well as professional achievements and products of excellent enterprises in senior care services, intelligent senior care, senior-friendly renovation, barrier-free living, integrated elderly care and medical services, and elderly products at home and abroad.

## 第二届中国(四川)康复及辅助器具博览会

The 2nd China (Sichuan) Rehabilitation and Assistive Devices Expo

主要展示视、听、肢、智、精神残疾等康复无障碍设备和服务体验, 以及其他康复辅助器具的设备设施及技术成果等。

It will display rehabilitation accessibility equipment and nursing services for visual, hearing, physical, intellectual, and mental disabilities and other facilities and technical achievements of rehabilitation assistive appliance.

## 中国西部国际氢能产业博览会 (西博会氢能产业主题馆)

Western China International Hydrogen Energy Industry Expo (WCIF Hydrogen Energy Industry Theme Pavilion)

突出展示“制储输用”全产业链领航企业、“小巨人”企业、示范单位在氢能及燃料电池产业的前沿技术、最新成果与应用场景。

The expo will highlight the cutting-edge technology, latest achievements, and application scenarios of pioneering enterprises covering the whole industry chain, "little giants" companies, and the demonstration units in hydrogen energy and fuel cell industries.

## 生活市集 WCIF LIFESTYLE MARKET

围绕扩大消费、拉动内需, 集中展示中华老字号、四川老字号名特产和全国各地特色美食小吃、特色商品、生活潮品、文创产品等, 丰富消费体验, 挖掘消费潜力、拓展消费市场。

The Lifestyle Market aims to stimulate consumption and boost domestic demand through showcasing Chinese time-honored brands, local products of Sichuan famous brands, various delicacies of different regions, featured commodities, trendy products, and cultural and creative products. The market will enrich consumption experience, tap consumption potential, and expanding consumer market.

## 西博大舞台 WCIF STAGE

通过展演推介等形式全方位、多角度展示西部地区民族文化、民俗文化、红色文化等, 增进西部地区人文交流, 推动文化大发展大繁荣。

同时, 采用“3(会、展、贸)+1(数据中心)+N(多场景运用)”的模式开展运营, 通过“数字会展平台”(暂定)打造线上线下融合发展的西博会智慧会展新体系, 为嘉宾客商提供“全天候、交互式、沉浸式”的展览展示、需求发布、洽谈合作、投资促进等创新会展服务。

The WCIF Stage will showcase the ethnic cultures, folk cultures, and red culture in western China in an all-round manner through exhibitions, performances, and promotions. It will enhance people-to-people exchanges in western China and promote the common prosperity of cultural industries.

Meanwhile, through the “3 (convention, exhibition, and trade) + 1 (data center) + N (multi-scenario application)” operation mode, a Digital Exhibition Platform (tentative) will be utilized to create a WCIF intelligent exhibition system featuring online and offline integration development. The platform can provide guests and businessmen with 24-hour, interactive, and immersive services for exhibition and display, demand release, negotiation and cooperation, and investment promotion.



# ▶ 主要活动 WCIF EVENTS

## 主体活动 Major Events

第十九届中国西部国际博览会开幕式暨第十一届中国西部国际合作论坛  
The Opening Ceremony of the 19th Western China International Fair & the 11th Western China International Cooperation Forum

第十二届中国西部投资说明会暨经济合作项目签约仪式  
The 12th Western China Investment Promotion Fair & Contract Signing Ceremony of Economic Cooperation Projects

第十四届中国西部国际采购商大会  
The 14th Western China International Sourcing Fair

第十七届中国—东盟投资贸易科技合作洽谈会  
The 17th EU-China Business & Technology Cooperation Fair

第十二届中国（四川）—南亚东南亚国家工商领袖峰会  
The 12th China (Sichuan) South & Southeast Asia Business Leaders' Summit

2023“一带一路”华商峰会  
2023 "Belt and Road" Overseas Chinese Business Summit

## 主宾国活动 Guest Country of Honor Events

泰国国家馆开馆仪式  
Opening Ceremony of Thailand National Pavilion

中国（四川）—泰国投资合作交流会  
China (Sichuan) - Thailand Investment Cooperation and Exchange Conference

“苏梅岛日”中泰旅游合作交流会  
"Koh Samui Day" China-Thailand Tourism Cooperation and Exchange Conference

## 轮值主席单位活动 Rotating Presidency Events

甘肃、四川两省政府座谈会  
Gansu-Sichuan Provincial Governments' Meeting

甘肃省白银市招商项目推介会  
Gansu Baiyin Investment Promotion Conference

## 专项活动 Special Events

2023年四川“一带一路”国际民间友好组织交流会  
2023 Sichuan "Belt and Road" International NGO Exchange Meeting

中国西部国际数字经济生态合作大会暨首届川渝数字产业协同发展大会  
Western China International Digital Economy Ecology Cooperation Conference & the 1st Sichuan-Chongqing Digital Industry Collaborative Development Conference

2023中国西部国际口岸物流开放发展大会  
2023 Western China International Port & Logistics Opening-up and Development Conference

中国能源安全高峰对话  
China Energy Security Summit Dialogue

成都第二届国际氢能及燃料电池产业大会暨首届川渝氢能产业生态合作大会  
The 2nd Chengdu International Hydrogen and Fuel Cell Industry Conference & the 1st Sichuan-Chongqing Hydrogen Industry Ecological Cooperation Conference

## 主题市活动 Them City (Prefecture) Events

第十九届西博会中外知名企业走进绵阳  
The 19th WCIF Chinese and Foreign Well-known Enterprises' Visit to Mianyang

第十九届西博会中外知名企业走进资阳  
The 19th WCIF Chinese and Foreign Well-known Enterprises' Visit to Ziyang

“成渝之心巴蜀门户”投资资阳中外知名企业企业家大会  
"Core of Chengdu-Chongqing Region, Gateway of Ba-Shu Area" Chinese and Foreign Well-known Entrepreneurs Investment Conference in Ziyang

“智联万物·智创未来”成都都市圈机器人产业大会  
When Everything Becomes Intelligence and Builds Smart Future: Chengdu Metropolitan Area Robot Industry Conference

## “西博会走进市州”活动 A series of activities of "WCIF Investment Promotions in Cities and Prefectures"

分阶段组织展商走进重点市（州）开展投资推介会、对接洽谈会、实地考察等活动。  
Exhibitors will be organized in batches to key cities (prefectures) for investment presentations, matchmakings and field surveys.

# ▶ 宣传推广 PUBLICITY & PROMOTION

立足提升国际化水平，创新宣传方式，拓展推广渠道，持续构建国家级、省级主流媒体和新媒体融合报道的立体宣传矩阵，全力营造良好的舆论氛围。把握时间节点，充分利用会前、会中、会后 3 个重要时段，有计划、有重点、有针对性地开展宣传工作，持续多点发力，形成强大宣传声势。融合媒体资源，设立新闻中心，建立宣传推广运行机制，利用各类宣传资源，建立完善全媒体对外传播格局，确保西博会各项宣传高质高效。创新宣传方式，充分发挥传统媒体的平台优势和新媒体的传播优势，全方位、多角度宣传报道，增强客商和公众的参与感、获得感。强化品牌塑造，加大西博会品牌建设推广力度，深入挖掘西博会品牌价值，充分展示西部地区高质量发展重大成果和投资机遇，着力提高西博会国际影响力和行业美誉度。

To make the 19th WCIF more internationalized, we have made efforts to expand channels for publicity and promotion through innovative approaches. We will continue to build integrated all-media matrices consisting of mainstream media and new media at the national and provincial levels for expanding the influence of the event. We will set clear and reasonable timetables to carry out the publicity and promotion of the 19th WCIF before, during, and after the fair in a planned, focused, targeted manner to make use of multiple platforms. Also, we will integrate various media resources, set up a news center, establish a publicity and promotion operation mechanism, and make use of various media resources to establish the all-media international communication pattern for achieving a high-quality and efficient result. In addition, we will innovate the ways of publicity by giving full play to the strengths of traditional media platform and the advantages of new media in communication, so that the 19th WCIF can be covered in an overwhelming way. With all of this, exhibitors and the public will have a strong sense of participation and fulfillment. With regard to brand building, we will strengthen our efforts in brand promotion and get the full benefit of its commercial value, so as to fully demonstrate the major achievements and investment opportunities of high-quality development in western China and to improve the international influence and industry reputation of the WCIF.



# WHY 为什么参加? JOIN WCIF?



## 中国西部市场潜力巨大, 商业机遇和前景不可限量

Western China enjoys huge market potential, with promising business opportunities and prospects

中国西部地区幅员辽阔, 人口约3.8亿, 具有文化底蕴厚重、资源禀赋优越、生态本底优良、市场空间巨大等特点。在全国推动高质量发展, 大力促进区域间协调均衡发展驱动下, 西部地区基础设施更加互联互通, 养老、医疗、教育配套日益完善, 营商环境持续优化提升, 宜商宜居宜人逐渐成为西部崭新名片。迈进新时代, “一带一路”建设、新时代西部大开发、长江经济带发展、成渝地区双城经济圈建设、西部陆海新通道建设等国家战略叠加赋能, 特别是RCEP协定生效和中国加入CPTPP, 为西部地区发展积蓄了强大的势能, 西部地区正成为内陆开放的前沿、承接产业转移的高地, 广袤的土地上焕发出蓬勃的生机活力。

Western China, a vast region with a population of about 380 million, enjoys a profound cultural heritage, abundant resources, excellent ecological background, and huge market potential. Thanks to the pursuit of high-quality development and balanced development among regions nationwide, Western China has made remarkable achievements in improving infrastructure connectivity, senior care, medical services, education, and business environment, making the region “an ideal destination for business, residence, and living.” Empowered by multiple national strategies in a new era, including the Belt and Road Initiative, the development of Western China in the new era, the development of the Yangtze River Economic Belt, the construction of Chengdu-Chongqing Economic Circle, and the building of the New Western Land-Sea Corridor, especially the entry into force of the RCEP agreement and China’s accession to the CPTPP, Western China has become the frontier of inland opening up and the highland for industrial transfer, stimulating vigorous vitality in this vast expanse of territory.



## 高效精准直邀目标买家, 斩获境内外优质合作伙伴

Efficiently invite target buyers and cooperate with global quality partners

第十八届西博会共有66个国家和地区参展参会, 4015家企业参展, 吸引了超16万人次观众到会参观、洽谈合作。专业观众覆盖装备制造类、老龄事业和养老服务业类、教育类、节能环保类、婴童类、时尚生活类、农业产业类、数字经济类等各行业; 洽谈机构包含政府部门、跨国公司、贸易服务机构、投资促进机构、行业商协会、投资商、零售商、生产制造商、批发经销代理商、赛事策划机构、院校培训机构、科研院所、专业媒体等。

The 18th WCIF attracted more than 4,015 enterprises and 160,000 visitors from 66 countries and regions. The trade visitors came from various industries, such as equipment manufacturing, undertakings for the aged and elderly care services, education, energy conservation & environmental protection, baby & children, fashion & life, agricultural industry, and digital economy. The negotiating bodies includes the government sectors, multinational companies, trade service agencies, investment promotion agencies, major chambers and industry associations, investors, retailers, manufacturers, wholesale distribution agents, sport events organizers, training institutions, scientific research institutes, and professional media, etc.



## 更多精彩配套活动, 共享专业行业智慧

Experience wonderful supporting activities and share professional industry insights

上届西博会共举办外事、投资贸易、文化交流等活动70余项。包括主体活动、主宾国系列活动、轮值主席单位活动、主题市(州)活动、专项活动以及多场专场采购、专业对接洽谈、现场采供签约等。从活动内容上看, 涵盖了经济、国际贸易、农业、文化、时尚、教育、科技、康养、旅游、美食、环保、电商、人力资源等行业。

The 18th WCIF was a great success, with more than 70 events held in foreign affairs, investment & trade, and cultural exchange. The events were organized in various categories, including major events, Guest Country of Honor events, rotating presidency events, theme city (prefecture) events, special events and multiple special procurement events, professional matchmaking negotiation, and onsite procurement and supply signing activities. Also, the event content was extensive, covering economy, international trade, agriculture, culture, fashion, education, science & technology, health and wellness, tourism, gourmet food, environmental protection, e-commerce, human resources, and so on.



## 多渠道高精度营销, 助您实现量级曝光

Multi-channel and targeted marketing helps you receive extensive media coverage

上届西博会受到海内外媒体广泛关注, 共有来自160余家各级各类媒体的800余名记者参与采访报道, 全方位多角度的呈现了西博会盛况。人民日报、中央电视台、新华社、光明日报、经济日报、新华网等中央媒体, 美国、新加坡、印尼和中国香港地区等境内外媒体, 以及地铁、公交、户外广告、社区广告、各行业网红达人等媒介平台多渠道矩阵式、全方位、多维度讲述西博故事、西部故事。国内36个城市地标建筑大屏同步宣传西博会, 组织记者专访80余场次, 现场和直播在线观众逾300万人次, 有关西博会微话题点击阅读量逾2000万次。

The 18th WCIF has received wide attention from media at home and abroad, with 800 journalists from 160-plus media at all levels producing great event coverage. The stories of WCIF and Western China were told in an all-round manner from multiple perspectives by official state media, including the People’s Daily, CCTV, the Xinhua News Agency, the Guangming Daily, the Economic Daily, and the Xinhua Net; domestic and overseas media of the United States, Singapore, Indonesia, and Hong Kong SAR; and various media platforms such as the metro, buses, outdoor advertising, community advertising, and online celebrities. Besides, the fair was publicized on digital screens of landmark buildings in 36 domestic cities, and more than 80 exclusive interviews were held. The live streaming of events and exhibitions gained more than 3 million views, and Weibo topics about the WCIF obtained more than 20 million clicks.

# 联系信息

Contact Information

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## 展位价格

BOOTH PRICE

### 第十九届中国西部国际博览会

The 19th Western China International Fair

室内升级标准展位  
Indoor Upgraded Standard Booth

¥12000/个/9m<sup>2</sup>或\$1900/个/9m<sup>2</sup>  
¥12,000/each/9 sqm or \$1,900/each/9 sqm

室内光地展位  
Indoor Raw Space

¥1000/m<sup>2</sup>或\$160/m<sup>2</sup> (36m<sup>2</sup>起订)  
¥1,000/sqm or \$160/sqm (Minimum of 36 sqm)

室外光地展位  
Outdoor Raw Space

¥600/m<sup>2</sup>或\$96/m<sup>2</sup> (100m<sup>2</sup>起订)  
¥600/sqm or \$96/sqm (Minimum of 100 sqm)

双开口标准展位加收15%  
15% extra for a corner stand (2 sides open)