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SSACEIF 2021

南亚东南亚国家商品展暨投资贸易洽谈会

SOUTH & SOUTHEAST
ASIA COMMODITY

AND INVESTMENT
EXPO FAIR

中国·昆明 KUNMING·CHINA

Contents 目录

展会介绍 Introduction to the events	1
展会时间 Time of the event	3
昆明国际会展中心展馆分布 Distribution of exhibition halls at Kunming International Convention and Exhibition Center	5
展馆介绍 Pavilions	7
昆明滇池国际会展中心一层展馆分布及介绍 Distribution and introduction of exhibition halls on the first floor of Kunming Dianchi International Convention and Exhibition Center	9
会期活动 Concurrent Activities	11
线上展特色功能 Features of online exhibition	13

展览地点 Exhibition venue	15
参展注意事项 Notice for Exhibitors	16
参展价格 Exhibition Cost	17
证件办理 Exhibition Documents	19
联系方式 Contact	21
参展申请表 Exhibitors' Application Form	22
专业买家申请表 Professional Buyers' Application Form	24
备忘录 Memo	26

展会介绍

由中国国际商会、南盟工商会、中国—东盟中心和中国—南亚博览会秘书处主办的2021南亚东南亚国家商品展暨投资贸易洽谈会（以下简称商洽会）将于2021年8月25—29日在云南昆明举办。商洽会是与中国—南亚博览会交替举办的云南省省级龙头展会，与中国—南亚博览会宗旨一脉相承，旨在进一步发挥与南亚东南亚和环印度洋地区国家在商品、项目、投资等领域双多边合作的平台作用，加强国内各省（区、市、单位）间的交流与合作，助力构建新发展格局。

2021商洽会以“新机遇、新发展”为主题，将采用“线下线上、双线融合”的模式创新办展，线下部分在昆明国际会展中心（昆明市官渡区春城路289号）设置绿色能源馆、健康生活目的地馆、绿色食品馆、国内省区市馆、境外馆、投资合作馆等展区，展览展示面积6.4万平方米；线上部分通过“南博会数字化平台”（www.csa-expo.com）举办。

同期还将以“线上+线下”方式举办第3届中国—南亚合作论坛、2021年GMS省长论坛、第9届云台会、第18届东盟华商会等会议论坛和直播类活动。

Introduction to the events

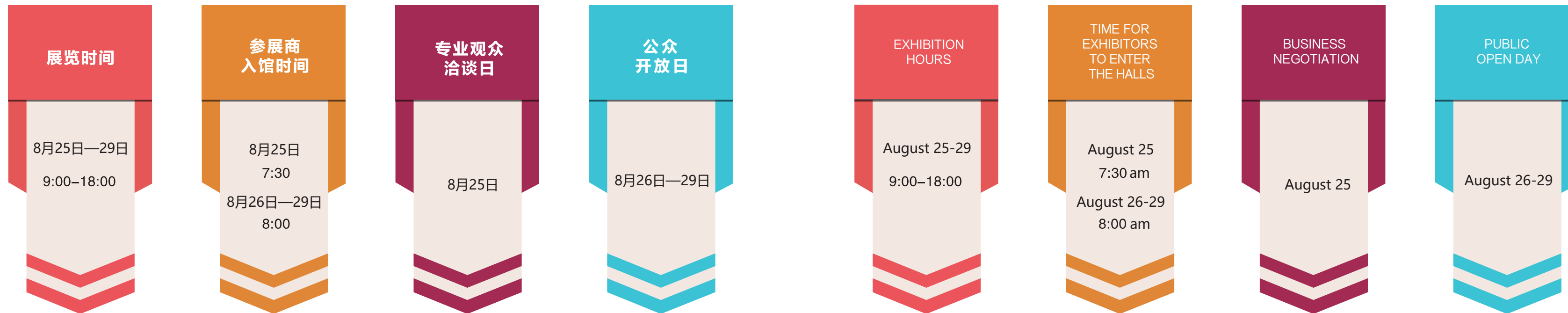
The 2021 South & Southeast Asia Commodity Expo and Investment Fair (SSACEIF), co-organized by China Chamber of International Commerce, SAARC Chamber of Commerce and Industry, ASEAN-China Center and the Secretariat of China-South Asia Expo, will take place between August 25 and August 29, 2021 in Kunming, Yunnan. The event is a leading exhibition of the province held alternately with China-South Asia Expo, both aiming to give fuller play to their roles as platforms that help promote bilateral and multilateral cooperation with countries in South Asia, Southeast Asia and the Indian Ocean rim in the fields of commodity trade, projects and investment, and strengthen the exchanges and cooperation between provinces (autonomous regions, municipalities and institutions) across China for a new development pattern.

With the theme of “New Opportunities and New Development”, the 2021 SSACEIF will be held both online and offline, with its main event venue set at Kunming International Convention and Exhibition Center (289 Chuncheng Rd., Guandu District, Kunming). Within an exhibition area of around 64,000 m², the event will have a number of exhibition areas, including Green Energy Pavilion, Healthy Living Destination Pavilion, Green Food Pavilion, China Pavilion, International Pavilion, Investment & Cooperation Pavilion, etc. The sub-venue of the “Everlasting China-South Asia Expo & Exhibition and Trade Center for Commodities from South Asia and Southeast Asia” will be set at Hall 14 and Hall 15 of Kunming Dianchi International Convention and Exhibition Center. The online event will be held on www.csa-expo.com.

In addition, a series of forums and live streaming activities, including the 3rd China-South Asia Cooperation Forum, the 2021 GMS Economic Corridor Governors Forum, the 9th Yunnan-Taiwan Economic, Trade and Cultural Conference, and the 18th ASEAN Overseas Chinese Entrepreneurs Conference, will also take place online and offline concurrently.

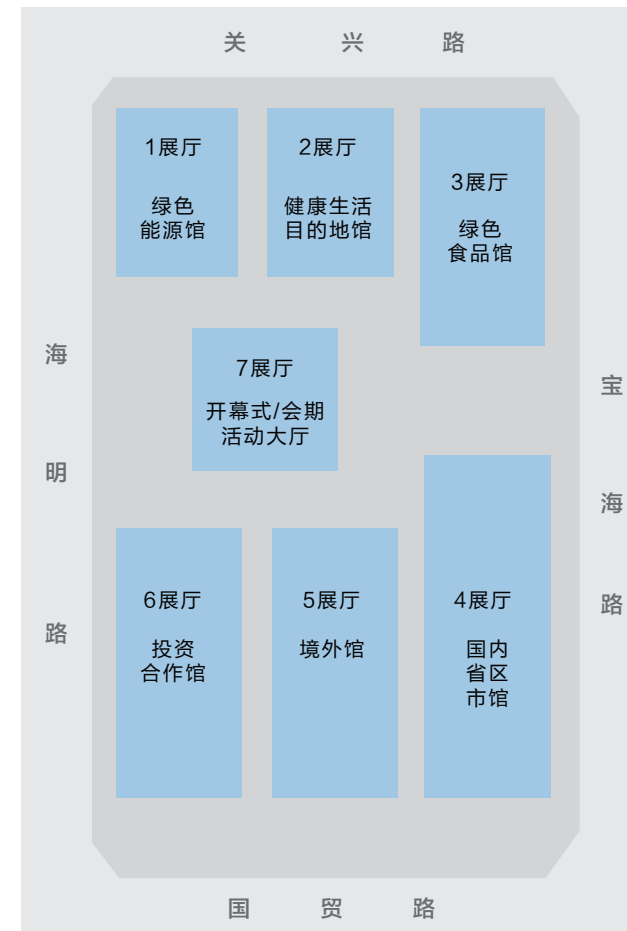
展会时间

Time of the event



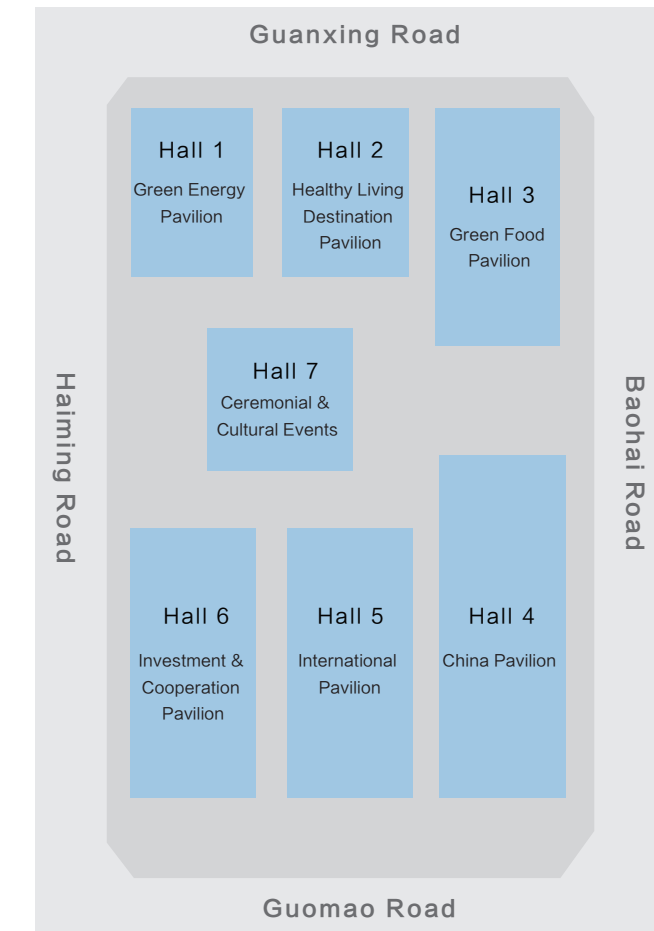
昆明国际会展中心展馆分布

1展厅	绿色能源馆
2展厅	健康生活目的地馆
3展厅	绿色食品馆
4展厅	国内省区市馆
5展厅	境外馆
6展厅	投资合作馆
7展厅	开幕式/会期活动大厅



Distribution of exhibition halls at Kunming International Convention and Exhibition Center

Hall 1	Green Energy Pavilion
Hall 2	Healthy Living Destination Pavilion
Hall 3	Green Food Pavilion
Hall 4	China Pavilion
Hall 5	International Pavilion
Hall 6	Investment & Cooperation Pavilion
Hall 7	Ceremonial & Cultural Events



展馆介绍

1 绿色能源馆

展示云南省丰富的清洁能源和广阔市场前景；展示云南将清洁能源优势转化为产业优势、发展优势，努力成为全国绿色能源示范省在清洁能源开发，推进水电铝材、水电硅材一体化等方面取得的成果；展示云南在节能减排、低碳发展、应对气候变化等领域的科技攻关和成果转化情况。

2 健康生活目的地馆

展示大健康产业发展、旅游转型升级、特色小镇和康养小镇建设等方面情况。

3 绿色食品馆

展示云南全力打造世界一流“绿色食品品牌”，努力成为全国绿色农产品生产基地和面向南亚东南亚特色农业创新发展辐射中心，促进农产品生产端精耕细作、农产品终端精深加工、农村一二三产融合发展及现代农业设施建设等方面的措施和取得的成效。

4 国内省区市馆

展示有关省区市的企业、技术及产品；展示省际间交流合作成果。

5 境外馆

展示境外国家（地区）知名企业、技术及产品，展示中国对外经贸合作、人文交流成果。

6 投资合作馆

展示中国（云南）自贸试验区建设成果；展示我省各类境内外开放园区平台；展示我省现代物流与供应链、中老铁路物流发展等投资环境、合作前景；展示我省推进服务贸易创新发展情况；展示我省对外投资合作成果。

7 开幕式 / 会期活动大厅

商洽会开幕式及有关会期活动举办场地。

Pavilions

1 Green Energy Pavilion

The pavilion will showcase the rich clean energy sources and broad market prospect of Yunnan Province; Yunnan's efforts and achievements in transforming clean energy advantages into industrial and development advantages, and in promoting the integration of hydropower aluminum and hydropower silicon materials, to make Yunnan a national green energy demonstration province in terms of clean energy development; Yunnan's scientific and technological research and achievements in the fields of energy conservation and emissions reduction, low-carbon development and response to climate change.

2 Healthy Living Destination Pavilion

The pavilion will showcase the development in general health industry, tourism transformation and upgrading, and the development of characteristic towns and health-care towns.

3 Green Food Pavilion

The pavilion will showcase Yunnan's efforts to build world-class green food brands to become a national green agricultural products production base and a regional center of agricultural innovation and development in China's opening-up to South and Southeast Asia, as well as its achievements in intensive farming and processing at the production end of agricultural products, coordinated development of primary, secondary and tertiary industries in rural areas, and development of modern agricultural facilities.

4 China Pavilion

Exhibitors from different provinces/autonomous regions and cities across China will showcase their businesses, technologies and products, as well as the results of their cooperation and exchanges with other provinces/autonomous regions and cities.

5 International Pavilion

Exhibitors from countries and regions worldwide will showcase their well-known businesses, technologies and products, as well as the results of their cooperation and exchanges with China.

6 Investment & Cooperation Pavilion

The pavilion will feature achievements of China (Yunnan) pilot free trade zone, domestic and foreign industrial parks across Yunnan, the investment environment and cooperation prospect of Yunnan such as modern logistics and supply chain, China-Laos railway logistics development and more. The innovation and development of service trade in Yunnan, as well as the achievements in Yunnan's foreign investment and cooperation, will also be displayed.

7 Ceremonial & Cultural Events

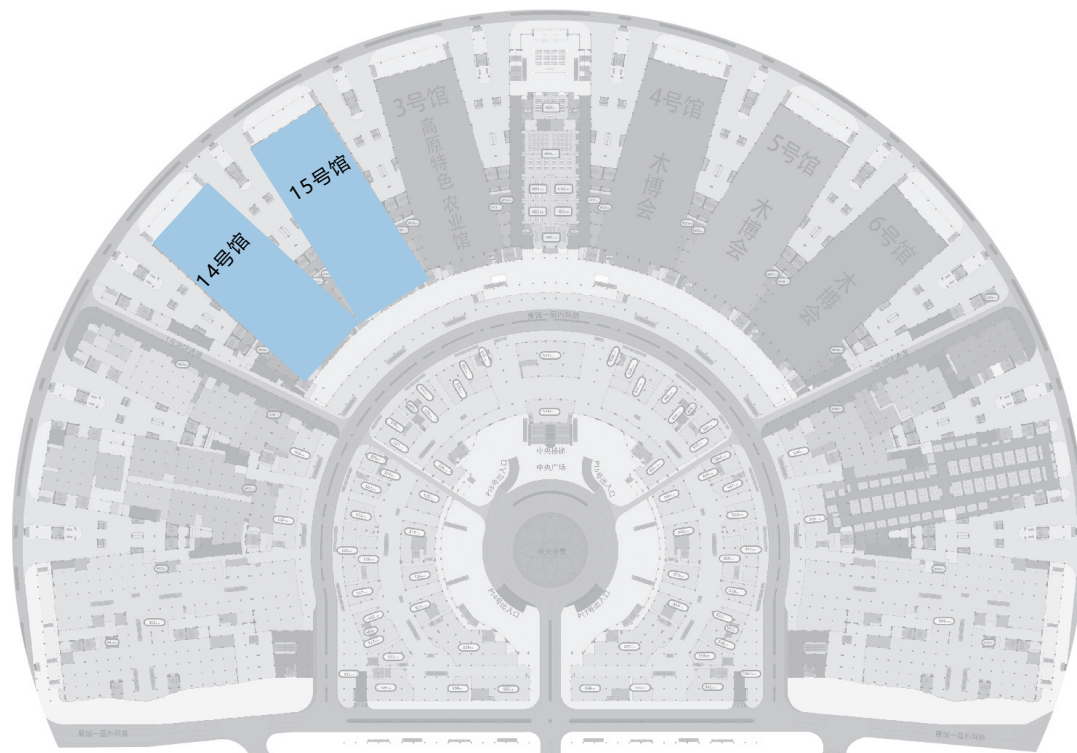
The ceremonial hall will house the opening ceremony and other sub-events during the event.

昆明滇池国际会展中心一层展馆分布及介绍

Distribution and introduction of exhibition halls on the first floor of Kunming Dianchi International Convention and Exhibition Center

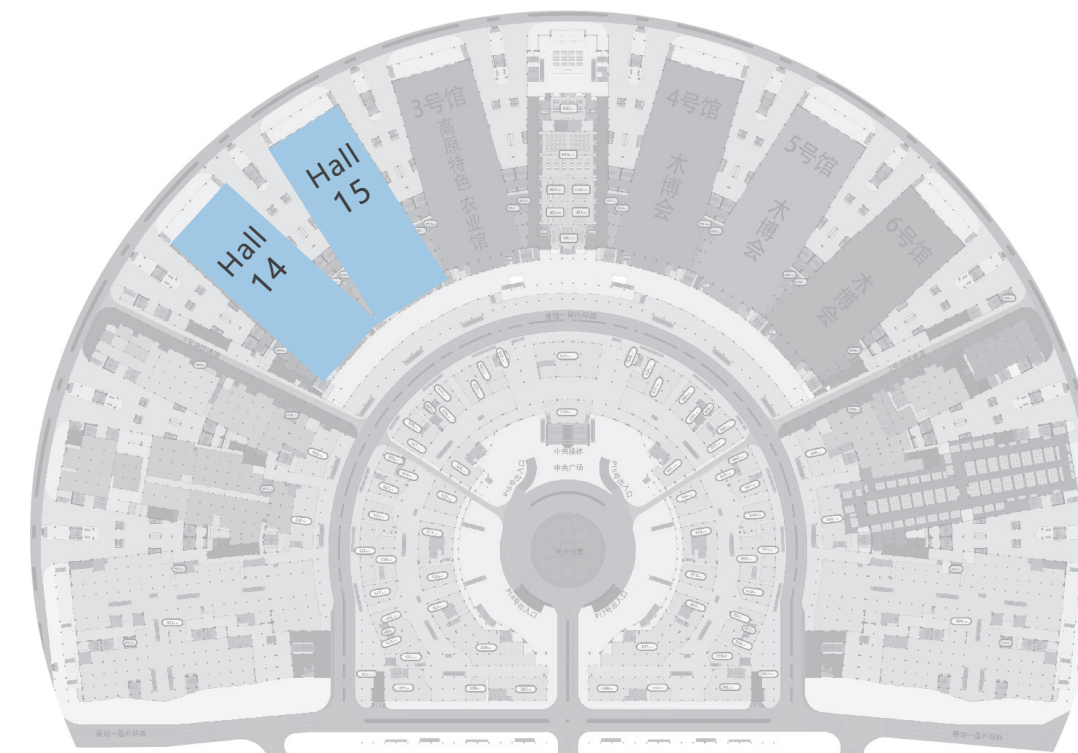
“永不落幕的南博会”暨南亚东南亚进口商品展示交易中心

作为2021商洽会的展览分会场，重点展示南亚东南亚国家进口商品。



“Everlasting China-South Asia Expo” — China (Kunming) Exhibition and Trade Center of South Asia and Southeast Asia Import Commodity

As the sub-venue of the event, the pavilion will focus on the exhibition of commodities from South and Southeast Asian countries.



会期活动

类型	活动名称	时间	方式及地点	主办单位	主要承办单位
主论坛	2021年GMS省长论坛	8月24日	线上+线下 (地点:昆明国际会展中心)	云南省人民政府	云南省商务厅
平行论坛	中国(云南)自由贸易试验区高质量发展论坛(2021)	8月26—29日	线上+线下 (地点:昆明国际会展中心)	中国(云南)自由贸易试验区工作领导小组办公室	中国(云南)自由贸易试验区研究院 中国(云南)自由贸易试验区顾问委员会
平行论坛	第4届中国—东南亚商务论坛	8月27日	线上+线下 (地点:昆明市)	中国国际商会 中国—东盟中心	贸促会云南省分会
主论坛	第3届中国—南亚合作论坛	8月25—26日	线上+线下 (地点:昆明市)	外交部 云南省人民政府	云南省人民政府外事办公室
平行论坛	第15届中国—南亚商务论坛	8月25—28日	线上+线下 (地点:昆明市)	中国贸促会 云南省人民政府 南盟工商会	贸促会云南省分会 中国南亚商务理事会
平行论坛	第8届中国—南亚东南亚智库论坛	8月26日	线上+线下 (地点:昆明市)	中国社科院 云南省人民政府	云南省社会科学院
平行论坛	第7届云南—孟加拉国合作对话会议	8月27日	线上	云南省政府发展研究中心 孟加拉国和平与安全研究所	云南省政府发展研究中心
专项活动	第9届云台会	8月23—27日	线上+线下 主会场:昆明索菲特酒店 分会场:昭通市、普洱市、丽江市	国台办 云南省人民政府	中共云南省委台办
专项活动	第18届东盟华商会	8月24日	线上+线下 (主会场:昆明市)	中国侨联 云南省人民政府	云南省侨联
专项活动	首届“一带一路”全球供应链峰会	8月27—28日	线上+线下 (地点:昆明国际会展中心)	中国物流与采购联合会 云南省商务厅 昆明市人民政府	云南省商务厅
专项活动	2021南亚东南亚国家商品展暨投资贸易洽谈会经贸合作项目签约仪式	8月26日	线下(地点:昆明国际会展中心7展厅)		云南省投资促进局

Concurrent Activities

Type	Sub-event	Time	Venue Introduction	Organizer(s)	Undertaker(s)
Main forum	2021 GMS Economic Corridor Governors Forum	Aug. 24	Online + offline (Venue: Kunming International Convention and Exhibition Center)	Yunnan Provincial People's Government	Department of Commerce of Yunnan Province
Parallel forum	China (Yunnan) Pilot Free Trade Zone High Quality Development Forum (2021)	Aug. 26—29	Online + offline (Venue: Kunming International Convention and Exhibition Center)	Leading Group Office of China (Yunnan) Pilot Free Trade Zone	China (Yunnan) Pilot Free Trade Zone Research Institute, China (Yunnan) Pilot Free Trade Zone Advisory Committee
Parallel forum	4 th China Southeast Asia Business Forum	Aug. 27	Online + offline (Venue: Kunming)	China International Chamber of Commerce ASEAN-China Center	CCPIT Yunnan Branch
Main forum	3 rd China-South Asia Cooperation Forum	Aug. 25—26	Online + offline (Venue: Kunming)	Ministry of Foreign Affairs Yunnan Provincial People's Government	Foreign Affairs Office of Yunnan Provincial People's Government
Parallel forum	15 th China-South Asia Business Forum	Aug. 25—28	Online + offline (Venue: Kunming)	CCPIT, Yunnan Provincial People's Government, SAARC Chamber of Commerce and Industry	CCPIT Yunnan branch, China-South Asia Business Council
Parallel forum	8 th China-South & Southeast Asia Think Tank Forum	Aug. 26	Online + offline (Venue: Kunming)	Chinese Academy of Social Sciences Yunnan Provincial People's Government	Yunnan Academy of Social Sciences
Parallel forum	7 th Yunnan-Bangladesh Cooperation Dialogue	Aug. 27	Online	Yunnan Development Research Center, Bangladesh Institute for Peace and Security	Yunnan Development Research Center
Special event	9 th Yunnan-Taiwan Economic, Trade and Cultural Conference	Aug. 23—27	Online + offline Main venue: Sofitel Kunming Sub-venues: Zhaotong City, Pu'er City, Lijiang City	Taiwan Affairs Office of the State Council, Yunnan Provincial People's Government	Taiwan Affairs Office of Yunnan Provincial CPC Committee
Special event	18 th ASEAN Overseas Chinese Entrepreneurs Conference	Aug. 24	Online + offline (Main venue: Kunming)	China Federation of Overseas Chinese, Yunnan Provincial People's Government	Yunnan Federation of Overseas Chinese
Special event	1 st Belt and Road Global Supply Chain Summit	Aug. 27—28	Online + offline (Venue: Kunming International Convention and Exhibition Center)	China Federation of Logistics and Purchasing, Department of Commerce of Yunnan Province, Kunming Municipal People's Government	Department of Commerce of Yunnan Province
Special event	Signing ceremony of 2021 SSACEIF	Aug. 26	Offline (Venue: Hall 7, Kunming International Convention and Exhibition Center)		Yunnan Investment Promotion Bureau

线上展特色功能



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2D/3D 展示

可使用多样式的2D/3D模板快速搭建线上展台，突破时间、空间限制，实现365天的线上展示，还将为线下展馆开发VR看展功能。

线上直播

展商可通过平台开展直播活动，进行线上营销推介，扩大宣传；展商可通过手机等设备，面向全球观众对线下展台进行实时直播，让展台跃上云端，扩大影响力。

在线洽谈

南博会数字化平台搭建了全球领先的视频洽谈系统，支持同时1000场的在线视频洽谈，满足不同地域、不同场景下、双边或多边的洽谈需求。

多语言支持

平台将提供包括英、越、老、缅、柬、泰等多语言实时翻译服务，满足不同语言的企业沟通需求，突破语言的限制，为经贸磋商提供便利化服务。

电子签约

采用区块链技术为企业提供线上电子签约服务，为注册企业提供身份认证、合同模板、电子印章等服务，电子签约获得北京、广东两地的互联网法院认证。

智能撮合

基于企业画像及浏览情况，为买家推荐参展商；同时将为注册企业提供展台、展品的浏览情况大数据分析，为企业推荐重点商机；企业、买家等可通过平台维护名片、进行名片交换等，全面服务企业找商机、拓市场。

线上线下一互动

将开放线上线下交互打卡功能，鼓励参展观众进行线下展台扫码打卡，打卡送积分，参展观众可通过积分兑换展会纪念品、展商奖品等。

在线宣传

展商可在线上举办“云招商”、在线促销等推介、营销活动；平台将为企业、观众等提供一键生成海报功能，导出展台、展品海报，通过社交平台进行宣传。

一部手机逛展会

购票，线上购票不拥挤
逛展，线上逛展坐着看好好物
购物，线上购物一点到家
洽谈，线上洽谈跨时空

Features of online exhibition



QR code for APP download QR code of WeChat public account QR code of official website QR code of in-App program

2D / 3D display

A variety of 2D/3D templates are available for quick setup of online booths, with little time and space restrictions to achieve all-year-round online display. VR tour for offline exhibition halls will also be developed.

Live streaming

Exhibitors can carry out live streaming activities through the platform to promote online marketing. Exhibitors can live broadcast their offline booths real time for the global audience via smart phones and other devices, so that the booths can be set over the cloud to expand influence.

Online negotiation

The digital platform of China-South Asia Expo has world's leading video negotiation system, capable of supporting 1,000 online video negotiations at the same time, meeting the needs of different regions, different scenarios, bilateral or multilateral negotiations.

Multi-language support

The platform will provide real-time translation services in multiple language combinations, including English, Vietnamese, Lao, Myanmar speaking, Cambodian and Thai, to meet the communication needs of enterprises, break language restrictions and facilitate economic and trade negotiations.

Electronic signing

Blockchain technology is adopted to provide online electronic contracting service for enterprises, providing identity authentication, contract template, electronic seal and other services for registered enterprises, and the electronic contracting is certified by the Internet Courts in Beijing and Guangdong.

Smart match-making

Based on business portrait and browsing situation, exhibitors will be recommended for buyers; meanwhile, big data analysis of browsing situation of booths and exhibits for registered enterprises is also available to recommend key business opportunities for enterprises. Enterprises and buyers can maintain and exchange business cards via the platform, etc., providing comprehensive services to increase business opportunities and expand markets.

Online and offline interaction

The online and offline interactive sign-in will encourage exhibitors to scan the code to sign in at the offline booths with incentives of credits, with which visitors can get souvenirs of the event or exhibitors' prizes.

Online promotion

Exhibitors can carry out "cloud investment", online promotion and other marketing activities online. The platform will provide enterprises and visitors with the function of generating posters with one click, exporting posters of booths and exhibits for promotion through social media.

Touring the exhibition on smart phones

Visitors can buy tickets, tour the exhibition, do shopping on their smart phones. Exhibitors can also carry out online negotiation anytime and anywhere on smart phones.

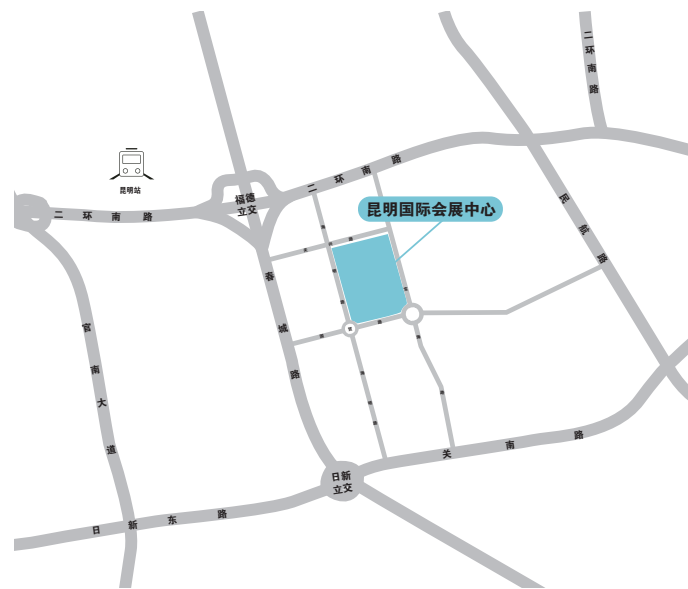
展览地点 Exhibition venue

昆明国际会展中心

昆明国际会展中心建筑面积24万平方米，拥有室内单体大型展厅7个，展览面积5万平方米，可容纳标准展位2500个，室外展览面积2万平方米。昆明国际会展中心拥有不同规格、高档次的国际会议厅及报告厅近20个，配备各类先进的设备，可满足国际会议、学术报告、展示等功能需要。已成功举办了“大湄公河次区域经济合作第二次领导人会议”、“GMS经济走廊论坛”、“中国国际旅游交易会招待晚宴”、“泛珠三角经贸合作洽谈会”、“东亚城市市长论坛”、“皇马中国行招待晚宴”及历届昆交会招待会等大型晚会、宴会，受到中央领导、省市主要领导和国内外客人的高度评价。

Kunming International Convention and Exhibition Center

Kunming International Convention and Exhibition Center covers a construction area of 240,000 m², with seven large indoor exhibition halls, an exhibition area of 50,000 m², a capacity of 2,500 standard booths, and an outdoor exhibition area of 20,000 m². The Center has around 20 international conference halls and lecture halls of different specifications and grades, equipped with all kinds of advanced equipment, which can meet the needs of international conferences, academic reports, exhibitions and more. It has successfully held the 2nd GMS Leaders' Meeting, the GMS Economic Corridor Forum, reception dinner of China International Tourism Fair, Pan-Pearl River Delta Economic and Trade Cooperation Fair, East Asia City Mayors' Forum, reception dinner of Royal Madrid China Tour and successions of Kunming Fair receptions and other large-scale galas and banquets. It is highly praised by the state leaders, provincial and municipal officials, as well as domestic and foreign guests.



参展注意事项 Notice for exhibitors

为了保护商洽会中外参展商的合法权益，各参展商所展示的样品均应明确其知识产权，参展商必须遵守《濒危野生动植物种国际贸易公约》(CITES)和中国专利法、商标法和版权法等有关知识产权法律和法规，并遵守中国参加的有关国际知识产权协议的规定。如有违禁侵权或假冒伪劣的展品，主办方有权撤出该参展商的展品并停止其展出。展馆内严禁销售裸装食品、现场烹饪食品、新鲜果蔬(榴莲)、管制刀具及物品。

In order to protect the legitimate rights and interests of Chinese and foreign exhibitors attending the event, all samples displayed by exhibitors shall be clearly identified with their intellectual property rights. All exhibitors shall comply with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and China's patent law, trademark law and copyright law and other relevant intellectual property laws and regulations, as well as the provisions of the relevant international intellectual property agreements to which China is a party. In case of any infringement or counterfeit exhibits, the organizer reserves the right to withdraw the exhibits of the exhibitor and suspend its participation in the exhibition. It is strictly prohibited to sell unpacked food, food cooked on site, fresh fruits and vegetables (durian), as well as controlled knives and articles.

参展价格

线下展位

展位名称	面积	开口形式	价格(RMB)
标准展位	9m ² (3m×3m)	单开口	8000元/展位
	9m ² (3m×3m)	双开口	8800元/展位
室内光地	36m ² 起		800元/m ²

线上展位

为所有参展企业提供免费线上展位 (www.csa-expo.com)

Exhibition Cost

offline booth

Type of Booth	Area	Opening	Price (RMB)
Standard Booth	9m ² (3m×3m)	Single opening	8000 yuan/booth
	9m ² (3m×3m)	Double opening	8800 yuan/booth
Indoor Area	36m ² and above		800 yuan/ m ²

Online booth

Free online booth is available for all exhibitors on www.csa-expo.com.

证件办理 Exhibition Documents

1	标准展位	每个核定发放3个参展证。				
	特装展位	36 m ² -49 m ²	50 m ² -99 m ²	100 m ² -199 m ²	200 m ² -499 m ²	500 m ² 及以上
		10个参展证	30个参展证	50个参展证	100个参展证	150个参展证
2	布撤展证：每证收取工本费10元。（注：布撤展期间参展商可凭参展证布撤展）。					
3	网络报名7月28日启动。					

1	Three exhibition certificates will be issued to each standard booth.					
	Special booth	36 m ² - 49 m ²	50 m ² -99 m ²	100 m ² -199 m ²	200 m ² -499 m ²	500 m ² - above
		10 exhibition certificates	30 exhibition certificates	50 exhibition certificates	100 exhibition certificates	150 exhibition certificates
2	Booth set up & dismantlement certificate: RMB 10 yuan will be charged for each certificate. (Note: During the designated setup and dismantling periods, exhibitors can set up or dismantle the booths by producing their exhibition certificates).					
3	Online registration begins 28 th July.					

联系方式

昆明国际会展中心

展馆号	展馆名称	联系人	联系方式	邮箱
1	绿色能源馆	孙玉蓉	13354965818	962496154@qq.com
2	健康生活目的地馆	虞芳	13888565511	397895510@qq.com
3	绿色食品馆	孙玉蓉	13354965818	962496154@qq.com
4	国内省区市馆	施振宇	18687510610	306998232@qq.com
5	境外馆	杨蕙 秦闻杰	13987113536 13769102025	yunnangjsh@163.com ynfaeco@163.com
6	投资合作馆	韩经纬	13908885687	ynszmb@163.com
7	开幕式/会期活动大厅	常迪 段苏桁	15887132980 18988264264	755067454@qq.com 1422726836@qq.com

滇池国际会展中心

展馆号	展馆名称	联系人	联系方式	邮箱
14/15	“永不落幕的南博会”暨 南亚东南亚进口商品展示 交易中心	戴明哲 曹雨昕	13398716827 15925103287	mingzhe.mkt@ecsae.com yuxin.mkt@ecsae.com

Contact

Kunming International Convention and Exhibition Center

Pavilion	Name of Pavilion	Contact	Tel.	E-mail
1	Green Energy Pavilion	Ms. Sun Yurong	13354965818	962496154@qq.com
2	Healthy Living Destination Pavilion	Ms. Yu Fang	13888565511	397895510@qq.com
3	Green Food Pavilion	Ms. Sun Yurong	13354965818	962496154@qq.com
4	China Pavilion	Mr. Shi Zhenyu	18687510610	306998232@qq.com
5	International Pavilion	Ms. Yang Hui Mr. Qin Wenjie	13987113536 13769102025	yunnangjsh@163.com ynfaeco@163.com
6	Investment & Cooperation Pavilion	Mr. Han Jingwei	13908885687	ynszmb@163.com
7	Ceremonial & Cultural Events	Ms. Chang Di Mr. Duan Suheng	15887132980 18988264264	755067454@qq.com 1422726836@qq.com

Dianchi International Convention and Exhibition Center, Kunming

Pavilion	Name of Pavilion	Contact	Tel.	E-mail
14/15	“Everlasting China-South Asia Expo”——China (Kunming) Exhibition and Trade Center of South Asia and Southeast Asia Import Commodity	Mr. Dai Mingzhe Ms. Cao Yuxin	13398716827 15925103287	mingzhe.mkt@ecsae.com yuxin.mkt@ecsae.com

参展申请表

参展单位名称			
联系人		联系电话	
电子邮箱		传真	
地址			
订标准展位数	(个)	室内光地	(平方米)
展位是否特装			
参展单位介绍			
参展单位盖章： 年 月 日			
参展商品			

Exhibitors' Application Form

Name of Exhibitor			
Name of Contact		Tel.	
E-mail		Fax	
Add.			
No. of standard booth(s) needed		Indoor Exhibition Area	(m ²)
Any special setup requirements			
Profile of Exhibitor			
Seal of Exhibitor: Date:			
Goods to be Exhibited			

专业买家申请表

姓名		性别	
公司名称			
经营范围			
职务		联系电话	
电子邮箱		传真	
采购意向			
洽谈意向			
备注			

Professional Buyers' Application Form

Name		Gender	
Name of Company			
Business Scope			
Title		Tel.	
E-mail		Fax	
Procurement Intention			
Negotiation Intention			
Notes			

备忘录 Memo

■ 备忘录 Memo
