



郴州国际会展中心
CHENZHOU INTERNATIONAL CONVENTION
& EXHIBITION CENTER

2017湖南（郴州）国际五金工具 暨锻造产业博览会 招商邀请函

2017 Hunan (Chenzhou) International Hardware Tools
& Metal Casting Expo
Exhibitors Invitation



工匠精神 国际典范

Dedicated to Excellence in Craftsmanship

举办时间：2017年11月22-24日
举办地点：湖南·郴州国际会展中心

Time: November 22th-24th, 2017
Venue: Chenzhou International Convention and Exhibition Center,
Chenzhou City, Hunan Province

(一) 基本信息 About The Event

展会名称：2017湖南（郴州）国际五金工具暨锻铸造产业博览会

举办时间：2017年11月22-24日

举办地点：湖南·郴州国际会展中心

主办单位：郴州市人民政府、中国国际贸易促进委员会湖南省分会

承办单位：中国国际贸易促进委员会郴州支会、郴州市经济和信息化委员会、嘉禾县人民政府、郴州国际会展中心有限公司

协办单位：郴州五金机电协会

展会规模：30000平方米

展区规划：机械机电展区、五金工具展区、建筑五金展区、日用五金展区、五金厨卫展区、锻铸造展区

Event: 2017 Hunan (Chenzhou) International Hardware Tools & Metal Casting Expo

Time: November 22th-24th, 2017

Venue: Chenzhou International Convention and Exhibition Center, Chenzhou City, Hunan Province

Organizers: The People's Government of Chenzhou City
China Council for the Promotion of International Trade, Hunan Branch

Co-organizers: China Council for the Promotion of International Trade, Chenzhou Branch
Chenzhou economic and Information Commission
The People's Government of Jiahe
Chenzhou International Convention & Exhibition Center

Supporting

Organizations: Chenzhou Mechanical and Electrical Hardware Association

Scale: 30,000 sqm

Exhibit Zones: Mechanical and electrical, Hardware and tools, Construction hardware, Household hardware, Kitchen hardware, Metal Casting

(二) 参展范围 Exhibit Scope

手动工具	电动工具	风动器具	机械设备
锻造铸造	磨料磨具	五金机电	制造设备
Hand tools	Electric tools	Pneumatic equipment	Machinery
Metal Casting	Abrasive equipment	Electromechanical equipment	Manufacturing equipment

(三) 论坛及相关活动 Forum and Activities



(四) 专业观众邀请 Invitation of Professional Visitors and Trade Buyers

国内行业协会邀请15家

会同有关单位和部门，进一步邀请中央和地方五金行业协会组团参观，促进行业交流，内外交流，横向交流，促进五金发展。

Invitations to 15 National Associations of related industries

The Organizers will extend invitations to national and local industry associations to attend the event to promote the industry exchanges, networking and enhance communications for the development of the hardware industry.

专业市场邀请25家

系统组织买家，吸引更多高素质专业观众

本次展会要在邀请专业客户上下功夫，注意开辟新行业、新企业，重点邀请渠道采购商、终端客户现场采购。

Invitations to 25 Professionals from National Trading Hubs

Invitations will be extended to the professional trade buyers who are operating in major trading markets as well as new enterprises and buyers.

零售巨头、大型卖场邀请

组织零售巨头、大型卖场，引进更多购买力强的专业观众。

Invitations to Major Retailers and Wholesalers

Invitations will be extended to major retailers and wholesalers throughout the country to capitalize on their strong purchasing power.

海外专业采购商邀请

重点与国际五金展“联姻”，利用贸促会的资源与驻华领事馆联络，邀请组织美国、日本、德国、英国、香港、台湾，越南、澳大利亚、马来西亚、俄罗斯联邦、韩国等国家专业采购商。

Invitations to Overseas Delegations

Invitations will also be extended with the assistance of the China Council of the Promotion of International Trade (CCPIT) to the overseas buying delegations from the US, Japan, Germany, the UK, Hong Kong, Taiwan, Vietnam, Australia, Malaysia, Russia, South Korea, etc.

(五) 宣传计划 Show Promotion

为了打造国际五金展全新的展会形象，为参展企业提供更好的宣传平台，吸引新客户，新买家。同时加强展会整体宣传，使五金展有新气象、新面貌，创造新机遇、新商机。

A comprehensive show promotion plan will be implemented to publicize the show. This will create a good trading platform for exhibitors to reach out to contacts and new buyers for exploring business opportunities and cultivate long-term relationships.

省级媒体、市级媒体进行官方宣传

通过专业媒体、行业杂志进行广告投放

通过专业市场投放广告

在郴州、长沙、广州、深圳、上海高铁站进行广告宣传

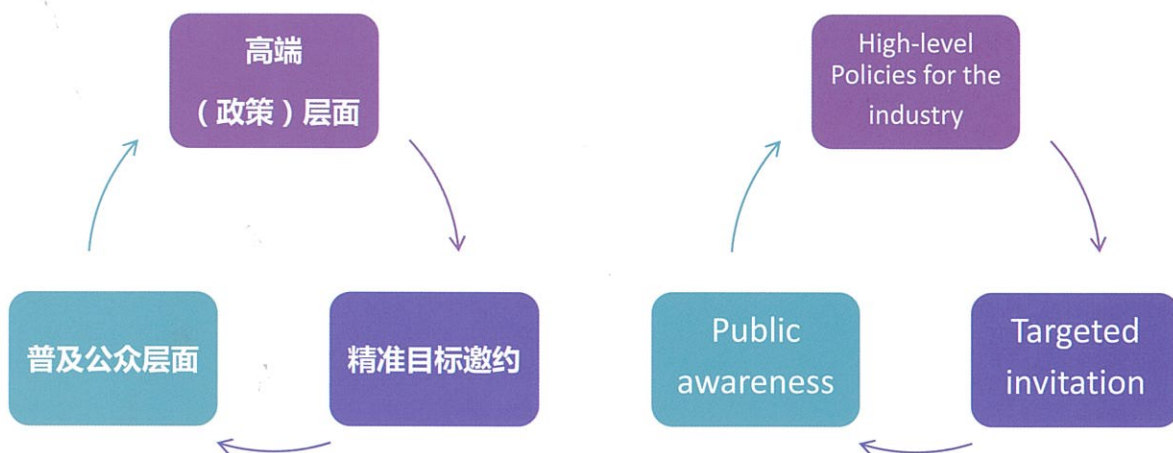
Official media promotion at provincial and city levels

Promotion through professional trade media and publications

Publicity through media at major trading markets nationwide

Publicity through media at Chenzhou, Changsha, Guangzhou, Shenzhen and Shanghai high-speed railway stations

宣传方式 Mode of Promotion



(六) 收费标准 Booth and Raw Space Charges

招商经理 Contacts for Sales Managers

- 李辉云/ Lily : 18073552261
- 唐桂平/ Candy : 15916859746
- 李贞仪/Tina : 18773599021

3x3米标准单开口展位 (含一桌两张折椅)

- 人民币 : 2500元/个
- 美 元 : 380元/个

3x3标准双开口展位 (含一桌两张折椅)

- 人民币 : 3000元/个
- 美 元 : 450元/个

光地

- 人民币 : 300/平方米
- 美 元 : 45元/平方米

9 sqm standard booth one side open (Including one table and two folding chairs)

- RMB : 2500 per booth
- US\$: 380 per booth

9 sqm standard booth two sides open (Including one table and two folding chairs)

- RMB : 3000 per booth
- US\$: 450 per booth

Raw Space

- RMB : 300 per sqm
- US\$: 45 per sqm

优惠政策

- 1、全球500强企业参展展位费(限36m²) 免费(中国总代理以上)
 - 2、拥有国家驰名商标优惠的企业,由国家工商局认定的按照30%优惠
 - 3、拥有省级著名商标、名牌产品的企业可享受20%优惠
 - 4、拥有地市级(著)知名商标、地市级名牌产品的企业享受10%优惠
 - 5、申请4个及4个以上展位的单家企业可享受15%优惠
 - 6、申请8个及8个以上展位的单家企业可享受30%优惠
 - 7、鼓励省内企业积极参展,享受最高优惠政策
- 注:
- A、上述1-4项优惠政策须由企业 在交纳展位费时凭相关证书原件或盖公章的复印件申请享受,逾期不再享受
 - B、优惠只能按单项最高享受,不能累加

Special Promotions

- 1, Complimentary 36 sqm space for top global 500 enterprises
 - 2, 30% off for enterprises with well-known trademarks at national level and recognized by the State Administration for Industry and Commerce of China
 - 3, 20% off for enterprises with well-known trademarks at provincial level
 - 4, 10% off for enterprises with well-known trademarks at city level
 - 5, 15% off for enterprises applying for 4 or more exhibition booths
 - 6, 30% off for enterprises applying for 8 or more exhibition booths
 - 7, Enterprises in the province are encouraged to participate in the exhibition to enjoy the benefits of the special promotions.
- Remarks:
- To enjoy promotion items 1-4 above, exhibitors should submit relevant documentary proof with full payments.
 - Exhibitors may enjoy only one of the above special promotions, whichever is of the highest value.



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