



WGI
EXPO

2022世界地理标志博览会

CHINA · QINGDAO 中国青岛



WORLD GEOGRAPHICAL INDICATION EXPO

世界地理标志博览会

Sept.29th - Oct.2nd 2022 九月二十九日至十月二日

**中国青岛国际会展中心
(红岛馆)**

**CHINA • QINGDAO INTERNATIONAL CONVENTION CENTER
(HONGDAO VENUES)**



GATHER FAMOUS INHERIT GLORIOUS
• 荟萃名品 传承美好 •

COOPERATION PROSPECT

合作前瞻



Geographical indication products are the great achievements and wisdom crystallization in history, culture and economic development of the world. They represent the rich resource advantages and outstanding creative ability of different countries and regions. They have played an irreplaceable role in promoting market prosperity and ensuring the good life of mankind for a long time. Geographical indication products have formed a good reputation due to the unique natural environment, cultural and historical accumulation and inheritance of technology. They have strong market competitiveness and great brand value. China has become the world's largest importer of food and agricultural products. The world's largest market with a population of 1.4 billion and unlimited consumption potential, especially the demand for symbolic and high-quality geographical indication products, will bring unprecedented development opportunities for the global geographical indication enterprises.

By 2020, there are more than 10,000 geographical indication protection products in China, involving more than 20 categories such as wine, fruits, vegetables, grain, tea, livestock products and aquatic products. There has been great development in terms of covered areas, product types and enterprise scale, including many representative high-quality products. In order to comprehensively enhance and promote the market value and influence of geographical indication products in China, build a bridge and platform for the trade, sales and commercial cooperation of Chinese and foreign geographical indication products, and enable Chinese consumers to directly share and feel the quality and charm of geographical indication products in the best image display and the most effective way. Since 2022, we will hold the World Geographical Indication Products Expo continuously, and hold theme forums and activities in related fields at the same time, in order to achieve success with the participating geographical indication enterprises.

地理标志产品是世界历史、文化、经济发展中的璀璨硕果和智慧结晶，代表着不同国家不同地区丰富的资源优势和杰出的创造能力，长期以来为促进市场的繁荣和保障人类的美好生活发挥着不可替代的作用。地理标志产品由于独特的自然环境和人文历史积淀、工艺技术传承形成了良好声誉，具有较强的市场竞争力和较大的品牌价值。中国已跃升为世界上最大的食品和农产品进口国，14亿人口的全球最大规模市场和无限的消费潜能，尤其是对标志性、高质量的地理标志产品的需求将为世界和中国的地理标志企业带来前所未遇的发展机遇。

截至2020年，中国地理标志保护产品超过1万个，涉及酒类、果品、蔬菜、粮食、茶叶、畜产品和水产品等20余个类别，无论覆盖的区域、产品的种类、企业的规模都有了巨大的发展，其中不乏深具代表性的优质产品。为全面提升和推广地理标志产品在中国的市场价值与影响力、为中外地理标志产品的贸易销售与商业合作搭建桥梁和平台，用最好的形象展示和最有效的方式使中国消费者直接分享与感受地理标志产品的品质与魅力，我们将自2022年起连续举办世界地理标志博览会，并同期举办相关领域的主题论坛和活动，以期与参展的地理标志企业一起打开一扇通往成功的金色大门。

EXHIBITION INTRODUCTION

展会介绍



Exhibition Themes

展会招商主题

- **International GI Pavilion :**

Worldwide registered and certified GI products

- **China GI Pavilion:**

Chinese registered and GI products

- **Guest Of Honor (Country) Area**

National achievements in the protection of GI,
Introduction to culture, GI enterprises display

- **Guest Of Honor (Province) Area**

Introduction to the culture and achievements of
major GI provinces, Display of GI enterprises

- **Excellent Specialty Pavilion :**

Characteristic products with unique quality,
exquisite workmanship and professional praise

- **Comprehensive Service Area :**

GI certification institutions, Industry associations,
Quality testing institutions, Consulting companies

- **Media Service Area :**

Professional media, Websites, Network marketing
companies, Software service providers

- **国际地标馆 :**

世界各国已注册认证的地理标志产品

- **中国地标馆 :**

中国已注册认证的地理标志产品

- **主宾国展区 :**

特定国家主题的地理标志产品保护成就和自然文化
介绍、地理标志企业和产品展示

- **主宾省展区 :**

地理标志大省的自然文化和发展成就介绍，地理标
志企业和产品展示

- **物华天宝馆 :**

国内外具备独特品质、精湛工艺、专业好评的名优
特色产品。

- **综合服务展区 :**

中外地理标志认证机构、行业协会、质量检测机构、
咨询公司等。

- **媒体服务展区 :**

专业媒体、自媒体、网站、网络营销公司、软件服
务商等。

PRESENTATION CONTENT

呈现内容



Host City

QINGDAO

The most important port and foreign trade city in northern China, also has a strong European architectural style and cultural flavor. It is one of the most charming tourist city and attracting more than 100 million tourists a year.

承办城市

青岛

世界第六大港，中国北方最重要的港口型外贸城市和国际航运金融中心，也是2008年奥运会水上项目举办城市。青岛具有浓郁的欧陆建筑风情和文化风味，也是中国东部沿海最迷人的旅游城市和度假胜地，年吸引游客1亿人次以上。

Themed Activities and Services

- 4+ Geographic Indication theme Forums
- Award of annual GI product and Contribution
- GI product tasting and food festival activities
- Establish GI sales center & online mall
- Use cloud platform to build online exhibition
- Provide substitute exhibition service
- Live broadcast and Network sales
- Advertising on multimedia, outdoor, network

主题活动与服务

- 国际地理标志贸易与发展主题论坛
- 年度地理标志大奖和贡献奖评选及颁奖
- 国际地理标志产品品鉴会和美食节活动
- 建立地理标志消费销售中心和网上商城
- 利用云展平台同步搭建线上展览平台
- 根据疫情情况和企业要求向外商提供代展服务
- 基于网络平台的直播和带货
- 多媒体、户外、网络、手机的广告推送与营销

COMPREHENSIVE INFORMATION

综合信息



Venue Introduction 场馆介绍

CHINA·HONGDAO INTERNATIONAL CONVENTION AND EXHIBITION CENTER

The fifth generation exhibition hall designed by German GMP company has an indoor exhibition area of 150,000 square meters and 14 exhibition halls. The exhibition hall is also equipped with 1,000 guest rooms and excellent transportation conditions. You can take 20 minutes by bus or 15 minutes by subway to Qingdao Jiaodong International Airport in 5 stops and arrive at Qingdao North Station in 4 stops in 17 minutes.

中国青岛国际会展中心（红岛馆）由德国GMP公司设计的第五代展馆，室内展览面积15万平方米，设有14个展厅。展馆同时配备1000间客房，且交通条件极为优越，乘车20分钟、或坐地铁15分钟5站可达青岛胶东国际机场，17分钟4站可达高铁青岛北站。

Participation Fees 参展费用

• Standard Booth 标准展位

Overseas enterprise(enjoy national treatment) : USD 2,000 / Expo (4 days) , 3m×3m

Consists of 3-sided wallboards, Chinese& English fascia board, 1 desk, 2 chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a wastebasket .

国内企业 : 12,800.00 RMB / 展期 (4天) 3m×3m ,

包括 : 三面壁板、中英文楣牌制作、桌子1张、椅子2把、地毯、展位灯光照明、220V/5A电源插座1个、废纸篓1个。

• Indoor Raw Space 室内光地

Overseas enterprise(enjoy national treatment) : USD 170 / m²

国内企业 : 1,100.00 RMB / 平方米 , 只提供净展览空间 , 不包括其他展览设施及用品。

• Exhibition representative service 代展服务

Standard Booth : USD 3000 , Indoor Raw Space : USD 300 / m².

ORGANIZATION STRUCTURE

组织结构



Host 主办方

China-Europe Association for Technical and Economic Cooperation
中国欧洲经济技术合作协会

Organizers 承办方

Qingdao Municipal Bureau of Industry and Information Technology
中国青岛市工业和信息化局

Management Committee of Qingdao High-tech Development Zone
中国青岛市高新区管理委员会

A & I International Business Exhibition (Qingdao) Co., Ltd.
中世创通国际商务展览(青岛)有限公司

SHARE
SUCCESS

虚位以待



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WELCOME TO WGI EXPO

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