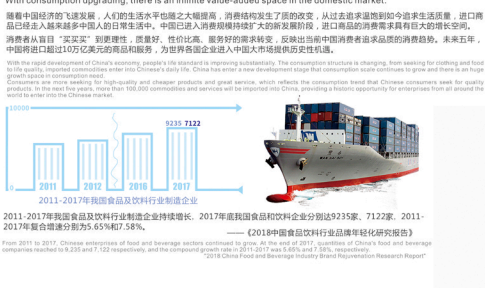
缤纷海南
奥莱生活展

HIFE 2019 中国（海南）进口食品饮料博览会
China(Hainan) Imported Food&Beverage Expo

CCGE 2019 中国（海南）国际正品年货博览会
China(Hainan) International Certified Spring-Festival Goods Expo

海口·海南国际会展中心
Hainan International Exhibition&Convention Center
2019 . 12 . 27 — 2020 . 1 . 4
Haikou · China

行业背景
Background



伴随消费升级， 国内市场爆发无限增值空间
With consumption upgrading, there is an infinite value-added space in the domestic market.

随着中国经济的飞速发展，人们的生活水平也随之大幅提高，消费结构发生了质的改变，从过去追求温饱到如今追求生活质量，进口商品已经走入越来越多中国人的日常生活中。中国已进入消费观模持续扩大的新发展阶段，进口商品的消费需求具有巨大的增长空间。

消费者从盲目“买买买”到更理性，质量好、性价比高、服务好的需求转变，反映出当前中国消费者追求品质的消费趋势。未来五年，中国将进口超过10万亿美元的商品和服务，为世界各国企业进入中国大市场提供历史性机遇。

With the rapid development of China's economy, people's life standard is improving substantially. The consumption structure is changing, from seeking for clothing and food to life quality, imported commodities enter into Chinese's daily life. China has enter a new development stage that consumption scale continues to grow and there is an huge growth space in consumption need.
Consumers are more seeking for high-quality and cheaper products and great service, which reflects the consumption trend that Chinese consumers seek for quality products. In the next five years, more than 100,000 commodities and services will be imported into China, providing a historic opportunity for enterprises from all around the world to enter into the Chinese market.

2011-2017年我国食品及饮料行业制造企业

2011-2017年我国食品及饮料行业制造企业持续增长，2017年底我国食品和饮料企业分别达9235家、7122家，2011-2017年复合增速分别为5.65%和7.58%。

——《2018中国食品饮料行业品牌年轻化研究报告》

From 2011 to 2017, Chinese enterprises of food and beverage sectors continued to grow. At the end of 2017, quantities of China's food and beverage companies reached to 9,235 and 7,122 respectively, and the compound growth rate in 2011-2017 was 5.65% and 7.58%, respectively.
"2018 China Food and Beverage Industry Brand Rejuvenation Research Report"

海南市场
Hainan Market

海南自贸区及国际旅游岛建设的历史机遇，提供了市场基础及政策支持
Market base and policy support are provided from the historical opportunity of the construction of Hainan free trade zone and international tourism island.

深入贸彻中央关于扩大内需、促进消费、惠及民生的战略部署，围绕国际旅游岛消费中心建设，满足市民游客对向健康的消费需求，结合春节前期市场消费旺季，努力为广大市民提供优质、安全、健康、价格优惠的商品，丰富节日市场供需，最大程度挖掘市场潜力，促进海口节日经济市场发展，打造高层次大规模购物节。

Implement central government's strategic plan to expand domestic demand, promote consumption and benefit the people's livelihood focus on the construction of international tourism island consumer center and meet the fashionable and healthy consumption demand of citizens and tourists.Combined with the market consumption peak season in the early Spring Festival,this show can provide residents with high-quality,safe,healthy, and reasonable cheap commodities to meet the market's supply and demand, find market potential promote Haikou's festival economy market development and build as large-scale and high-grade shopping carnival.

OUR PHILOSOPHY
我们的理念

借助春节年货消费契机，满足新春时节市民、候鸟群体消费需求
Based on the Spring-Festival goods consumption, meet the consumption needs of the citizens and migratory-bird populations in the Spring Festival

春节作为一年中最传统最重要的节日，已经成为老百姓心目中潜移默化、根深蒂固的情结，购置年货也成为了老百姓心目中重要节日仪式。随着市民、候鸟群体生活品质的追求不断提高,目前海南市场不做丰富的商品结构及购物环境无法满足消费者的需求。海南缺少一个特色化、规范化、优质化、品牌化的一站式采购国内外优质商品及各地特色商品的标志性综合购物与年味体验地。

As the most important and traditional festival, spring festival has become Chinese people's complex. It's also an important festival ceremony to purchase necessities. As the improvement of citizens and migratory-bird peoples' consumption level and life quality, commodity structure and shopping environment in Hainan can't meet the needs of consumers. There is lacking of an landmark shopping and festival atmosphere place where there is one-stop purchase of good-quality commodities from China and overseas countries and special commodities from various places.

海南三亚 海口 2018离岛免税店

免税销售额101亿元
购物人数288万人次
平均消费额约3500元/人/次
——《国际旅游岛商报》

据统计，消费者在中国境内购买海外进口商品，最高可能要负担高达53.5% ~ 62%的税率，尽管现在有很多免税店，但并不是每个人都有时间和条件在免税店购买。加之国内市场假货泛滥，普通消费者难以辨识真假，在购买进口商品的时候时往往无从下手。奥莱生活展围绕国际旅游消费中心建设，满足市民与候鸟人群时尚健康的消费需求，为广大消费者及展商搭建了一个高品质的一站式购销平台。

Statistically, consumers who purchase imported goods in China maybe pay tax rate at a range from 53.5% to 62%. Although there are many duty-free shops, not everyone is able to purchase commodities in duty-free shops. With the proliferation of counterfeit goods in the domestic market, it is difficult for ordinary consumers to identify the product quality, so they often have no way to start buying something. OLE focus on the construction of international tourism consumption center, meet the fashionable and healthy consumer demand of the citizens and migratory-bird people and build a high-quality and one-stop shopping platform for consumers and exhibitors.

展区规划
Pavilion Planning

进口食品饮料馆 IMPORTED FOOD &BEVERAGE PAVILION

1 **进口酒及高端饮品区**
Imported wine and high-grade drink area
各类进口葡萄酒、啤酒、烈酒、鸡尾酒、白酒、高端饮品、咖啡等
wine,beer, spirit, cocktail,liquor,high-grade drink,coffee,etc.

2 **综合类进口食品区：**
Comprehensive imported food area
各类进口食品、功能性营养食品及绿色食品、水产生鲜食品等
Imported food, functional and nutritious food, green food, aquatic and fresh food,etc.

正品年货馆 CERTIFIED SPRING-FESTIVAL GOODS PAVILION

1 **名酒名茶区：**
Branded wine and tea area
葡萄酒及烈酒、白酒、黄酒、果酒、进口啤酒、高档茶叶等。
Wine and spirit, liquor, yellow rice wine, fruit wine,imported beer,high-grade tea,etc.

2 **老字号地方特产区：**
Time-honored brand specialty area
地方名优特产、农副产品、水果、土特产等。
Famous specialty, subsidiary agricultural product, fruit, local specialties,etc.

3 **食品饮料区：**
Food and beverage area
绿色食品、有机食品、糖果、特色食品、休闲食品、营养食品、保健食品、粮油食品、调味品、保健饮品、时尚饮品、乳及乳制品、冰淇淋、冷饮、乳酸菌、咖啡等综合食品。
Green food, organic food, candy, special food, leisure food, nutritious food, health-care food, cereal&oil food, condiment, health-care drinks, fashion drink, dairy products, ice cream, cold drink,sour milk,coffee,etc.

4 **节日礼品区：**
Holiday gift area
礼品、艺术品、饰品、花卉、春联、窗花、年历、年画等各种节庆用品等。
Gift, artworks, ornament, root carving, flower, spring couplet, window grille, calendar, New Year pictures, etc.

预期效果
Expected Effect

针对消费者的购物需求，通过全媒体定向投放广告，覆盖到新媒体、网络、广播、电视、纸媒、户外等渠道进行曝光、集客，并利用主办方拥有16年专业办展经验积累的**20万海南省有效的消费者数据库资源进行邀约，展会预计广告辐射1040万人，逛展人数达30万人次，全场整体销售额达1.5亿~3亿元。**

According to the consumers' shopping need, making advertisements directionally and covering new media, network, radio, television, paper media and outdoor channels for attracting customers. The sponsor has 16 years in holding professional exhibitions and accumulated 200,000 effective consumer database resources in Hainan province. One is expected to radiate 10.4 million people and visitors could be 300,000 person times. The total sales volume can reach 150 million to 300 million RMB.

专业观众 Professional visitors

1 大型中高档百货超市、酒店、高档西餐厅及大卖场、免税店、高档会所、驻华商贸机构、海外企业及商贸公司、国际买家中国采购办、国际商贸机构等；
Large and high-class department supermarkets,hotels,high-end restaurants and hypermarkets,duty-free shops, high-end clubs;business organizations in China,oversea enterprises and commerce companies,international buyers,China purchasing office and international commerce organizations,etc.

2 食品采购商、贸易商、批发商、出口商、网商等；
Food purchasers,traders, distributors, wholesalers, exporters and online merchants,etc.

3 行业经销商、代理商、贸易商及制造商、商超和专卖店的采购人员和品质检验人员等，餐饮酒店、西餐厅的采购人员等，消费者以及其他相关人士等，食品及饮料网站设计师、此类网站的买家等。
Sector dealer,agent,traders,manufacturers,purchasing and quality-testing personnel of markets,purchasing personnel from catering hotel and western restaurant,consumer and other relevant person,designers and buyers of food and beverage website,etc.

普通观众 General visitors

电话邀约TELEPHONE INVITATION
社交媒体营销SOCIAL-MEDIA MARKETING
户外广告OUTDOOR ADVERTISEMENT
印刷广告PRINT ADVERTISEMENT
在线广告ONLINE ADVERTISEMENT
短信推广SMS PROMOTION
展商推广EXHIBITOR PROMOTION
协会合作ORGANIZATION COOPERATION
买家招徕活动BUYER SOLICITATION

广宣渠道
advertising propaganda channels

户外广告：电梯、公交车以及高立柱大屏等。
Outdoor advertisement: elevator, bus, high column and screen

同期展会
CONCURRENT EXPO

2019中国（海南）国际名品折扣展
China (Hainan) International Famous Brand Discount show

同期举办的名品折扣展，将汇聚服装产业精英在此实现商业合作，搭建服装百货企业展现自我与商业拓展的优质平台，同时进一步提升现场人气。

Gather elites from the garment sector to realize commercial cooperation, build a high-quality platform forbusinesses in this sectorto show themselvesand make business development, further enhancingspot popularity.

同期活动
Concurrent Activities

时间	主题日	相关活动
12月27日	开幕日	开幕式
12月28日	品味健康日	好食材论坛暨名特优食品高端品鉴会
12月29日	环球奢品日	奢品拍卖会
12月30日	年货团购日	限时抢购会
12月31日	亲子互动日	亲子烹饪大赛
1月1日	喜迎元旦日	10秒商品抱回家大挑战
1月2日	美食品鉴日	混合果汁品尝竞猜
1月3日	活力长者日	广场舞大赛
1月4日	清仓抢购日	你消费，我返现

统一收银 统一开单
UNIFIED CASHIER, UNIFIED BILLING

展会会刊 EXHIBITION CATALOGUE	封面/封底 拉页 Front/Back cover fold page	15000 RMB	首页 First page 7000 RMB 内页 Inside pages 5000 RMB 封底 Back cover 10000 RMB
其他广告 OTHER ADVERTISEMENT	门票广告 (1万张 / 版) Ticket Advertisement (1 piece/10,000 tickets) 10000 RMB		手提袋广告 (1千个 / 面) Shopping bag Advertisement (1 piece/1,000 bags) 10000 RMB

合作模式及价格
COOPERATION MODE AND PRICE

1 合作方式 Cooperation mode — 保底联营 Minimum-guarantee joint operation

保底金额：①确定联营扣点比例
②签订保底联营合约
Minimum-guarantee amount:
1. confirming sale point proportion
2. signing the contract forminimum-guarantee joint operation

展位保证金：5000 RMB / 9㎡
(Booth deposit: 5000 RMB/9㎡)

2 合作方式 Cooperation mode — 展位租赁 Booth rental

标准展位 (9㎡) Standard booth	光地展位 (36㎡起租) Raw space (At least 36㎡)
单开口 (1 open passing side) 11000 RMB	1000 RMB /㎡
双开口 (2 open passing sides) 12000 RMB	

惠购全球优品，过品质健康年
Purchasing global superior brands , celebrating high-quality and healthy festival

支持单位：海口市商务局
广东省进口食品协会
意中企业发展促进会
内蒙古食品工业协会
海南省水产流通与加工协会
Supporters:Haikou Commerce Bureau
Guangdong (China) Imported Food Association
Development and Promotion Association for Italy-China Enterprises
Inner Mongolia Food Industry Association
Hainan Aquatic Products Processing and Markeeting Association

主办单位：海南共好国际会展集团股份有限公司
Sponsor: Hainan Gonghao International Exhibition Group.Co.,Ltd

承办单位：海南洋浦共好国际展览有限公司
东方环球（海南）国际会展中心运营管理有限公司
Organizers: Hainan Yangpu Gonghao International Exhibition Co.,Ltd
Oriental Universal (Hainan) International Convention&Exhibition Co.,Ltd

共好会展 C&E

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