



THE 10th CHINA (YIWU)

CULTURAL PRODUCTS TRADE FAIR

2015.4.27-30 Yiwu International Expo Centre

Invitation

**Building a professional and international trade
platform for cultural products and services**



新浪微博二维码



微信二维码

Date

2015. 4. 27-4. 30

Venue

Main Exhibition Hall: Yiwu International Expo Center

Branch Venues of the Fair :

Yiwu International Trade Mart

Yiwu Digital City

Publications Center

Yiwu Antiques Market

Yiwu Creative Park

China Yiwu Industrial Design Centre

Organization

Sponsors

Ministry of Culture of the People's Republic of China

The People's Government of Zhejiang Province

China Council for the Promotion of International Trade

Organizational unit

Cultural Department of Zhejiang Province

Zhejiang Provincial Culture Promotion Association

CCPIT Zhejiang Sub-council

Yiwu Municipal People's Government

Organizers

China Cultural Media Group Limited

China International Exhibition Center Group Corporation

Zhejiang China Commodity City Group Joint-Stock Co., Ltd.

Exhibition Executive Agency

Sinaean International Expo (Yiwu) Corporation Limited.

Special Design Agency

LKK brand





Overview of China (Yiwu) Cultural Products Trade Fair

On April 30, 2014, the 9th China (Yiwu) Cultural Products Trade Fair with 4-day duration was closed successfully, with an exhibition area of 55,000 square meters, and 2,799 international standard booths. 888 enter prises from four countries and Taiwan region in 17 domestic provinces and cities and 94,000 visitors from 109 countries and regions have visited the exhibition. The exhibition has hit a turnover of 4.91 billion yuan, including the foreign trade volume of 3.012 billion yuan.

China (Yiwu) Cultural Products Trade Fair was founded in 2006, which was awarded as “China’s Most Influential Brand Exhibition in Culture Industry” in 2008 and upgraded to the only foreign trade-oriented national exhibition in culture and sports industry jointly in 2010 co-spawsorted by the Ministry of Culture and the People’s Government of Zhejiang Province. After years of development, Yiwu Cultural Fair has become an important platform for cultural products trade (exports), culture industry exhibition, cultural information exchange, and cultural cooperation, and thus been listed among key supporting brand exhibitions during “the Twelfth Five-year Plan Period” by the Ministry of Culture.

Since the 9th session, under the background of prosperous cultural industry development, Yiwu Cultural Fair has courageously and resolutely taken the first step of transformation and upgrading. Yiwu Cultural Fair has been additionally sponsored by China Council for the Promotion of International Trade. It will pay more attention to economic trade and its effectiveness, adhere to the exhibition ideas of “being market-oriented, professional and international” , take cultural products trade as the core and international standards as the goal, make it more original, “highlighting and distinctive” on the basis of the previous exhibition features, strive to build China Cultural Fair into an important platform for China(Yiwu)Cultural Products Trade Fair, an important window for cultural exchange, a “Wind Vane” in international trade of China cultural industry, as well as an important carrier to promote adjustment and innovation on cultural products structure, and finally promote the development of cultural industries and the “going out” of Chinese culture.

China(Yiwu)Cultural Products Trade Fair is held in Yiwu, the city owns the world largest consumer goods wholesale market which has a business area of 5.5 million square meters, accommodates 75,000 booths, and sells more than 1.8 million kinds of consumer goods, including about 50,000 kinds from 90 countries and regions. The annual flow of foreign merchants to the city is over 500,000. More than 13,000 overseas merchants from over 100 countries and regions are residing in Yiwu. The logistics system is well developed. Yiwu is one of the three pilot cities on “customs clearance” by the People’s Government of Zhejiang Province and one of the first 17 international land port cities identified by the UNESCAP. Benefiting from the strong support by the market, Yiwu exhibition industry has been developing rapidly. Honored as “China Most Promising Exhibition City”, Yiwu has built the national first-class International Expo Center on a total construction area of 330,000 square meters, which can provide more than 7,000 international standard indoor booths. With its complete facilities, more than 150 exhibition events are held every year.

Exhibition Scope

[“Six-new” products of the cultural industry (Theme Pavilion)] Focusing on “Six-new” concepts of “New format, new technology, new product, new concept, new craft and new design”, this fair will set up a Theme Pavilion (Internet Café, Movie Theater, Music Innovation, Family Entertainment, New Culture Life, 3D Technology, etc.) ;

[Cultural creative and design service] Youth cultural creative design works, cultural creative gifts and consumer goods, process and industry design, advertising planning, etc.; cultural creative industry park and service; Hong Kong, Macao and Taiwan cultural creative products and design service, etc.;

[Game and entertainment products, animation, games and derivatives] Animation, games and derivatives, electronic sports products, game and entertainment equipments etc.;

[Cultural art fine works and copyright trade] Museum and gallery collections derivatives, master’s calligraphies and paintings, copyright trade of artworks, movie and television play, etc.;

[Arts and crafts products] Arts and crafts products with local features;

[Productive and protective intangible products] Tradition crafts, painting, traditional Chinese medicine processing, brewing, etc.;

[Cultural entertainment products equipment and service] Musical instruments, film and television equipment, entertainment equipment and products, public service platform for cultural industry equipment & technology, etc.;

[Consumer cultural products] Cultural office supplies and art supplies, artistic decorations and mounting & design, cross-stitch, festive supplies, printing package & design, etc.;

[Overseas cultural products (National Pavilion)] Various cultural products, cultural creative products and design service, culture agencies from abroad, etc.

Supporting Activities

1. Series activities of the National Cultural Industry Pioneering and Creative Talent Support Plan;
- 2.Small and micro cultural enterprises development forum.
- 3.Activities Supporting National Young Music Creative talents Plan
4. Excellent Works Exhibition of Postgraduates from National Key Academies of Fine Arts;
5. Animation derivatives authorization and trading;
6. China Cultural Enterprises Competitiveness Ranking Release;
- 7.Retrospective of previous sessions of Cultural Products Trade Fair ;
8. Yiwu International Esports Tournament;
9. Press conference and seminar of new products and new technologies of cultural enterprises;
- 10.Sourcing fairs (domestic buyers session, overseas buyers session);
- 11 Awards of arts and crafts, excellent enterprises, excellent organization;

Procurement processing

1 Online Pre-Registration

Cards will be delivered to the buyers directly for those who pre-register online and pass audit by April 1st, 2014. Pre-Registration Website: <http://www.ssofair.com>

2 Buyers' Registration Forms Pre-Registration

Cards will be delivered to the buyers directly for those who fill out the buyers' registration forms completely and accurately and reply to the customer service center of the organizing committee by fax, e-mail or mail by March 20th .

3 Card Pre-Application in market

One month ahead of the fair, buyers can apply for the buyers' cards for free with the passports /ID cards and name cards in the pre-application sites in the west gate of district 1, west gate of district 2, gate 60 of district 3, south gate of district 4, south gate of district 5 in the International Trade Mart and the office on 2F of Huangyuan Market.

4 On-site Card Application

During the fair, overseas buyers can apply for the buyers' cards for free with the passports and name cards in the Overseas Buyers' Registration Area of Yiwu International Expo Center, while domestic buyers can apply for the cards in Domestic Buyers' Registration Area.

Contact

Sinaean International Expo (Yiwu) Corporation Limited

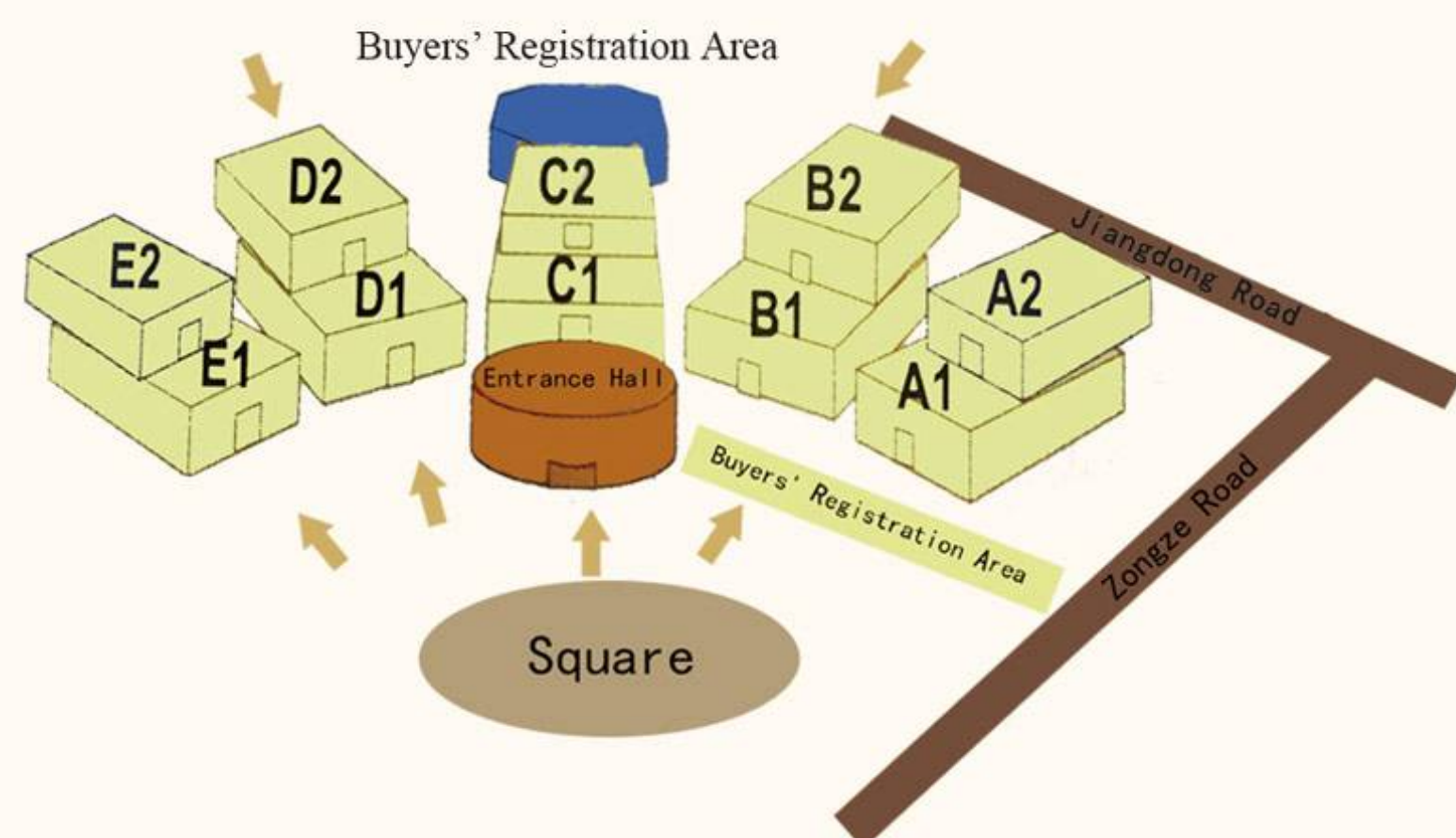
Address: 1F, East Wing of Yiwu Library, No. 35 Zongze East Road, Yiwu, Zhejiang

Tel: 0086-579-85415700

Fax: 0086-579-85415701

Web: www.ssofair.com

Distribution of Hall



Why Sourcing Here?

- Large scale--Over 1,000 exhibitors, over 2,000 booths, over 50,000 square-meter exhibition area
- Industry trend--Over 30% new exhibitors, over 10,000 new products and over 70% manufacturing enterprises every year
- Complete exhibits--As a grand meeting of the cultural industry, it owns "six new" products of the culture industry, cultural innovation and design service, animation and game products, animation game derivatives, cultural fine art products and copyright trade, arts and crafts products, productive and protective intangible products, cultural entertainment equipment and service, consumption cultural products, overseas cultural products
- Assisting procurement--Yiwu physical market has 75,000 booths and stores, selling 1.8 million kinds of goods for 210,000 suppliers.
- Promoting trade--Sourcing fairs are held for the seamless matching between exhibition enterprises and buyers, with supply-demand matching rate higher than 10:1
- VIP service--Free Wifi, free coffee, tea, fruit, free translation service, etc.
- Professional exhibition executive agency-- As a professional exhibition company jointly established by China Cultural Media Group Limited, China International Exhibition Center Group Corporation and Zhejiang China Commodity City Group Joint-Stock Co., Ltd., Sinaean International Expo (Yiwu) Corporation Limited is the only authorized exhibition executive agency of Yiwu Cultural Fair, and aims to provide customers with high-quality and professional service.



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