



2019中国（上海）枣业与新零售展览会

China (Shanghai) Jujube Industry & New Retailing Exhibition 2019

2019年05月29日-31日 | 国家会展中心-上海·虹桥
May 29-31, 2019 | National Exhibition and Convention Center-Hongqiao·Shanghai



管理及统筹 | Organized by



www.jujubeexpo.com

展会概括 | Exhibition Review

红枣是中国传统滋补佳品。中国作为世界上最大的红枣的生产国和出口国，在世界红枣生产和贸易中占有绝对统治地位。2017年全球红枣产量为876.75万吨，中国红枣产量852.20万吨，中国消费量占整体消费量的97.2%。近年来，随着人民生活品质提升，红枣消费需求旺盛，借着互联网的“东风”，枣类制品销量迅猛增长，已成为农产品销量单品排行的榜首。相关数据统计；中国红枣需求量每年高达24亿公斤，而目前全国人均占有量仅为0.8公斤，可见中国红枣消费市场需求之大。2019年是新零售战场群雄争霸的关键一年，新零售对红枣行业人、货、场关系的重构使得产业链上各个重要节点加速升级，品牌商、分销商、B2B平台以及终端门店纷纷运用互联网技术进行业态重构，积极面对新零售带来的挑战和机遇。

上海作为中国的经济、金融、贸易、航运、科技、会展中心与首批沿海开放超大城市，港口货物吞吐量和集装箱吞吐量均居世界第一，也是中国大陆首个自贸区“中国（上海）自由贸易试验区”所在地。上海现拥有常住人口2418.33万，消费品零售额11830.27亿元，居民消费潜力强，影响辐射面广。上海作为远东国际大都市同时也拥有高人流、高物流、高消费水平、高国际化程度、高标准消费条件和完善的配套服务等优势，这就都将为中国红枣产业和新零售的结合提供发展机遇。

Jujube is a traditional Chinese nourishing product. As the world's largest producer and exporter of jujube, China has an absolute dominance in the production and trade of jujube in the world. In 2017, the global jujube production was 8,767,500 tons, and the Chinese jujube production was 8,522,000 tons, China's consumption accounted for 97.2% of the total consumption. In recent years, with the improvement of people's quality of life, the demand for jujube consumption is strong. With the east wind of the Internet, the sales of jujube products has grown rapidly, and it has become the top seller of agricultural products. According to relevant data show the demand for Chinese jujube is as high as 2.4 billion kilograms per year, and the current per capita possession is only 0.8 kilograms, which shows that the demand for Chinese jujube is high. 2019 is a key year for the new retail battlefield to compete for hegemony. The reorganization of the relationship between people, goods and fields in the jujube industry has accelerated the upgrade of various important nodes in the industry chain. Brands, distributors, B2B platforms and terminal stores have been in the process. Internet technology is used to reconstruct the business and actively face the challenges and opportunities brought by new retail. As China's economic, financial, trade, shipping, science and technology, convention and exhibition center and the first batch of coastal open megacities, Shanghai ranks first in the world in terms of port cargo throughput and container throughput. It also locate at the first free trade zone that China (Shanghai) Pilot Free Trade Zone. Shanghai now has a resident population of 24,138,300, and retail sales of consumer goods of 1,830,027 million. The residents have strong consumption potential and have a wide range of influence. As a far-off international metropolis, Shanghai also has advantages such as high flow of people, high logistics, high consumption level, high degree of internationalization, high standard consumption conditions and perfect supporting services. It will provide development opportunities for the combination of Chinese jujube industry and new retail.

举办场地 | Holding Place

国家会展中心（上海）作为中国进口博览会的举办地，由国家商务部和上海市政府合作共建，总建筑面积147万平方米，地上建筑面积127万平方米，是目前世界上面积第二大的建筑单体和会展综合体。地理于上海市虹桥商务区核心区西部，与虹桥交通枢纽的直线距离仅1.5公里，通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达，2小时内可到达长三角各重要城市，交通便利。

As the venue for the China Import Expo, National Exhibition and Convention Center (Shanghai) is jointly built by the Ministry of Commerce and the Shanghai Municipal Government. It has a total construction area of 1.47 million square meters and a floor area of 1.27 million square meters. It is currently the second largest architectural unit and exhibition complex in the world. It located in the western part of the core area of Shanghai Hongqiao business district, it is only 1.5 kilometers away from the Hongqiao Transportation junction. And it is closely connected to Hongqiao High-speed rail station and Hongqiao airport via the subway. The surrounding expressway network extends in all directions, and it can reach all important cities in the Yangtze River Delta within 2 hours.



新的机遇 | New Opportunity

中国（上海）枣业与新零售展览会将借助上海的战略地位及市场领导力，集聚了众多的红枣企业与新零售企业参展，基本涵盖所有红枣产业链与新零售，并延伸至资本运营领域。展会本着帮助中国红枣生产商与新零售企业把握消费现状及发展趋势搭建良好的交流平台，为生产企业、总代企业直接寻找经销商、代理商、组建新营销体系提供了不容错过的绝佳机遇的宗旨。届时，来自国内外众多B2B平台、品牌商、渠道商、零售商、连锁便利店、夫妻老婆店、服务商等新零售供应链领域专业人士将齐聚上海，共同分享红枣企业与新零售的商机。

China (Shanghai) Jujube Industry & New Retailing Exhibition will rely on the strategic position and market leadership of Shanghai, gather a large number of jujube enterprises and new retail enterprises to participate in the exhibition. It covers all the jujube industry chain and new retail, and extending to the capital operation field. The exhibition will create a good communication platform for Chinese jujube producers and new retail enterprises to grasp the current consumption situation and development trend, which provides an excellent opportunity for manufacturers and general enterprises to directly find dealers, agents and set up new marketing systems. At that time, professionals from B2B platforms, brands, distributors, retailers, chain convenience stores, couples and wives, and service providers will gather in Shanghai to share business opportunities with red jujube and new retail.

同期活动 | Concurrent Activity

展会期间还将举办上海国际糖酒商品交易会、上海国际进出口食品与饮料展、上海国际葡萄酒与烈酒展览会、中国红枣产业发展研讨会、中国新零售时代（枣业）高峰论坛、红枣膳食营养健康产业峰会、中国红枣优秀品牌评选等一系列的活动，本届展会的主办方高登商业（GOLDENEXPO）希望通过多场活动联动形式聚焦红枣产业链，以展品覆盖面广进一步扩大红枣产业的商贸空间，让行业内更多企业和买家通过展会与红枣企业的零距离接触，这将为中国的枣业做出更大贡献。

During the exhibition, a series of activities such as Shanghai international food & drinks fair, Shanghai international import and export food and beverage exhibition, Shanghai international wine and spirits exhibition, China red jujube industry development seminar, China new retail era (Jujube Industry) Summit Forum, jujube dietary nutrition health industry summit, China jujube excellent brand selection will be held. GOLDENEXPO which is the organizer of the exhibition hopes to focus on the jujube industry chain through various activities, and further expand the jujube industry with the coverage of exhibits. It will be allowed more companies and buyers in the industry to make contact with the jujube enterprises through the exhibition, which will contribute to the Chinese jujube industry.

展出大类 | Major Exhibits

- 红枣类食品**：干枣、鲜枣、蜜枣、阿胶枣、乌枣、醉枣、枣酪、枣片、枣晶、枣酊、枣糕、枣沙、枣泥、枣酒、枣醋、枣汁、枣粥、枣牛奶、枣酵素、枣茶、枣颗粒、枣纤维、枣粉、枣提取液等各类枣制品。
- 红枣加工机械**：红枣（加工、干燥、混合、调配、去杂）设备、包装机械设备、包装生产线、相关农机机械及航空无人机等。
- 红枣调味品及科研成果**：红枣科研成果、新品种研发、技术升级、高新技术转化等。
- Jujube food**: dried jujube, fresh jujube, candied jujube, gelatin jujube, black jujube, drunk jujube, Jujube cheese, date slices, Jujube crystal, jujube tincture, jujube cake, jujube sand, jujube paste, Date vinegar, jujube juice, jujube porridge, jujube milk, jujube enzyme, jujube tea, jujube granule, jujube fiber, jujube powder, jujube extract and other jujube products.
- Jujube processing machinery**: jujube (processing, drying, mixing, blending, decontamination) equipment, packaging machinery and equipment, packaging production line, related agricultural machinery and aviation drones.
- Jujube seasonings and scientific research achievements**: research results of jujube, research and development of new varieties, technology upgrading, high-tech transformation, etc.



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参展费用 | Participation Fees

★ 国际标准展位：

A：国内企业：标准展位：16800.00 (RMB) /展期 3m×3m

B：国外企业：标准展位：4800.00 (USD) /展期 3m×3m

标准展位 (包括：三面白色壁板、中(英)文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

★ 室内光地：

A：国内企业：1500.00 (RMB) /平方米

B：国外企业：480.00 (USD) /平方米

注：(最少36平方米起租) “光地” 只提供参展空间，不包括展架、展具、地毯、电源等。

★International Standard Booth:

For overseas enterprise: USD 4800/Expo, 3m*3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

★Indoor Raw Space:

For overseas enterprises: USD 480.00/sq.m.

Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

目标观众 | Target Audience

•**枣类流通领域**：枣类、健康食品、调味品、干果批发贸易商、经销商、零售商、进口商、加盟商、网商等。

•**采购商**：国内各省市大型商超、卖场、便利店等。

•**团购商**：各省市机关单位、大型集团、商业地产、餐厅、零售商等。

•**国际贸易商**：海外食品国际贸易商、采购商、进出口单位。

•**协会媒介**：各省市行业主管单位、食品商协会、媒介媒体。

•Jujube circulation field: jujube, health food, condiments, dried fruit wholesale traders, distributors, retailers, importers, franchisees, online merchants, etc.

•Buyers: large supermarkets, stores, convenience stores in various provinces and cities in China.

•Group purchasers: Authority unit, large groups, commercial real estate, restaurants, retailers in various provinces and cities.

•International traders: overseas food international traders, buyers, import and export units.

•Association media: industry authorities in various provinces and cities, food trade associations and media.

如欲订“JUJUBE EXPO 2019”展位和了解更多信息，请通过以下联络方式：

To reserve the booth of “JUJUBE EXPO 2019” or learn more information, please contact:

地址: 中国上海闵行区闵虹路166弄城开中心3号楼712-716室 (201102)

Add: Room 712-716, No.3 Building, City Center, Lane 166, Minhong Road, 201102, Shanghai, P.R.China

电话/Tel: (86-21) 6439-6190 5013-1760 传真/Fax: (86-21) 5013-1761

E-mail: info@goldenexpo.com.cn