



CHINA CERAMIC VALLEY
COLORFUL NEW LILING
2019.9.28-10.3 / 中国陶瓷谷国际会展中心

中国(醴陵)国际
陶瓷产业博览会
2019
9.28-10.3
2019 International
Ceramic Industry
Expo China (Liling)



Liling

醴陵陶瓷谷

醴陵瓷博会介绍

为什么选择“醴陵瓷博会”？

2019年9月28日上午开幕式

2019年9月28日-10月3日，4号馆为国际馆

地点：中国湖南省株洲市醴陵

联系人：范雪岚、刘蓉佳、李姣

Introduction of Liling International Ceramic Fair

Why choosing "Liling International Ceramic Fair"?

Opening Ceremony on the morning of September 28,

2019 (to be determined)

September 28-October 3, 2019

(National Day holiday, huge crowds of visitors)

Hall No. 4 is International Pavilion.

Location: Liling, Zhuzhou City, Hunan Province, China

Questions? Please contact: Liu Rongjia, Li Jiao and Ling Xue



一、什么是2019中国(醴陵)国际陶瓷产业博览会?

“中国(醴陵)国际陶瓷产业博览会”(以下简称:“2019 醴陵瓷博会”)是以日用陶瓷产品、艺术陶瓷作品展览展销为主的专业化、品牌化、国际化的一流陶瓷展会。得到了国务院发展研究中心、湖南省人民政府支持,由中国陶瓷工业协会、湖南省商务厅、湖南省贸促会、株洲市人民政府联合主办,醴陵市人民政府承办。

“2019 醴陵瓷博会”定于2019年9月28日-10月3日在湖南省醴陵市中国陶瓷谷国际会展中心举办。本届展会以“锦绣潇湘,五彩醴陵”为主题,展会规模约30000平方米,拟设2000个标准展位,展馆位于中国陶瓷谷国际会展中心1、2、3、4、5号馆,其中国际馆位于4号馆,场地面积4200平方米。

I.What is China (Liling) International Ceramic Fair 2019?

"China (Liling) International Ceramic Fair 2019" (Also refer to as Liling International Ceramics fair 2019) is a professional, international and reputable ceramics exhibition, which focus on the exhibiting and trading the daily using ceramics products and the artistic ceramics works. It is hosted by the People's Government of Liling City, and co-hosted by the China Ceramics Industrial Association, Commerce Department of Hunan Province, China Council for the Promotion of International Trade, People's Government of Zhuzhou City, meanwhile supported by Development Research Center of the State Council and the People's Government of Hunan Province.

"Liling International Ceramic Fair 2019" is scheduled to be held from September 28 to October 3, 2019 at the China Ceramic Valley International Convention and Exhibition Center in Liling City, Hunan Province. The theme of this exhibition is "Splendid Xiaoxiang, Colorful Liling". The exhibition area is about 30,000 square meters with 2,000 standard booths set up. The exhibition hall is located in China Ceramic Valley International Convention and Exhibition Center, consisting of No.1, 2, 3, 4 and 5 pavilions. The international pavilion is located in Hall No.4 with a floor area of 4,200 square meters.





二、“三个疑问”开启2019醴陵瓷博会之旅

II. There are three questions before you begin the trip to the 2019 Liling Ceramics Expo.



为什么选择“醴陵瓷博会”？

历史悠久、底蕴深厚，陶瓷产品涵盖日用瓷、工艺瓷、电瓷、建筑瓷、新型陶瓷五大系列4000多个品种，工艺齐全、产业链完善。进出口便利、出行便捷，因此客商往来频繁、货物快速通达全球、港口对接省时省钱。

Why choosing "Liling International Ceramic Fair"?

With a long history and profound culture, ceramic products cover more than 4,000 varieties of five series including daily porcelain, craft porcelain, electric porcelain, architectural porcelain and new type ceramic, with complete technology and perfect industrial chain. Liling's location is quite convenient for International business. Therefore, merchants interaction is frequent, goods delivery quick, and transportation cost low.

“醴陵瓷博会”对国内外企业及客商产生了什么样的影响？

近两年举办情况统计，以下数据让您足够心动：

1、涵盖地区统计

近两年邀请了全球陶瓷行业发达的多个国家与地区参展。涵盖了亚洲、北美洲、欧洲、非洲四大洲，涉及俄罗斯、日本、韩国、美国、法国、意大利、西班牙、墨西哥、法国等30个国家；香港、台湾地区近30家企业参展，全国有来自广东、江西、河北等15个省（直辖市、自治区）252家企业参展，来自醴陵本地的企业（个人）330家，展出了日用瓷、艺术瓷、电瓷、陶瓷新材料和陶瓷装备5大类超10万件展品。

2、参会者分类统计

醴陵瓷博会“商机无限”。据统计，近两年展会期间，国内外800多家知名陶瓷企业打造了一场“万瓷荟萃，群馆争艳”的场景；300余名陶瓷界的“国家级大师”、“省级大师”齐聚现场，影响深远。2000多名行业嘉宾、2.1万名国内外客商亲临醴陵瓷城，46.2万人次国内外游客参观瓷博会各大展馆；75家新闻媒体聚焦醴陵，各级媒体累计报道300余篇，网络转载上万。

3、瓷博会交易额统计

近两年醴陵瓷博会上10万件陶瓷精品现场展览展示，现场成交额约2亿元，合同额130亿元；全市各景点接待旅游人数约104.5万人次，实现旅游收入5亿元；招商签约项目60个，合同引资总额达200亿元。

How does Liling International Ceramic Fair impact domestic and foreign business?

The dates from the last two fairs will impress you:

1. Statistics of Covered Areas

In the last two fairs, several countries and regions with developed ceramic industry have been invited to participate in the exhibition. It covers four continents as Asia, North America, Europe and Africa, involving 30 countries such as Russia, Japan, R.O. Korea, the United States, France, Italy, Spain, Mexico and France. Nearly 30 enterprises from Hong Kong and Taiwan participated in the exhibition. 252 enterprises from 15 provinces (municipalities and autonomous regions) including Guangdong, Jiangxi and Hebei participated in the exhibition. 330 enterprises (individuals) from Liling City showed more than 100,000 exhibits in 5 categories, namely, daily porcelain, artistic porcelain, electric porcelain, new ceramic materials and ceramic equipment.

2. Classified Statistics of Participants

Liling International Ceramic Fair presents "Unlimited Business Opportunities". According to the statistics, in the last two fairs, more than 800 famous ceramic enterprises at home and abroad have created a scene of "a gathering of ten thousand pieces of porcelain, a group of pavilions competing for glory". More than 300 "national masters" and "provincial masters" from the ceramic industry gathered at the exhibition site with far-reaching influence. More than 2,000 guests in ceramic field and 21,000 domestic and foreign businessmen visited Liling Porcelain City and 462,000 domestic and foreign tourists visited major exhibition pavilions during Liling International Ceramic Fair. Seventy-five news media focused on Liling, with media at all levels reporting more than 300 articles and republishing ten thousand times online.

3. Statistics of Transactions Volume in international ceramic fair

Over the last two fairs, Liling International Ceramic Fair exhibited 100,000 pieces of fine ceramics on the spot for sale, with a trading turnover of about RMB200 million yuan and a contract value of RMB13 billion yuan. The city's scenic spots received 1.045 million tourists, with a tourism revenue of RMB500 million yuan. There are 60 investment promotion and contract signing projects with a total contract introduction fund of RMB20 billion yuan.

“醴陵瓷博会”对外资客商产生什么样的影响？

· 中国是世界上最大的陶瓷消费国家，醴陵瓷博会作为中国陶瓷行业顶级盛会，能帮助企业很好的把品牌引进到中国这个庞大的消费群体；

· 国际化的展会能为企业和客商搭建有效的业务涉及覆盖网络，拓展企业国际市场的合作范围。

· 展会现场成交额让您不枉此行；

· 能够寻找到优质的全球代理商、采购商，为您的产品开拓更多市场；

· 打开了外商了解中国陶瓷发展现状和工艺技术的一扇窗口。

What is the impact of "Liling International Ceramic Fair" on foreign businessmen?

· China is the world's largest consumer of ceramics. The Liling International Ceramics fair is a top event of the Chinese ceramics industry, which can help companies introduce different brands from all over the world to the Chinese consumer group.

· The International exhibition will build for dealers a business network covering and expanding international markets.

· The volume of trade on site is worthy of your coming;

· We can deliver more high-quality agents and purchasers all over the world to you, and let your products appear in more markets;

· It is a bridge to Chinese ceramics technologies and crafts.





国际馆将紧扣本届瓷博会“锦绣潇湘，五彩醴陵”主题。

国际馆分为：

欧洲展区、美洲展区、亚洲展区、国际陶瓷技术与高功能陶瓷材料展区、互动展示区。

各区展示内容如下：

1. 欧洲展区（600平方米），展示来自欧洲国家的著名陶瓷品牌。展品包括日用陶瓷、艺术陶瓷、工业陶瓷等产品。拟邀请：芬兰、意大利、德国、法国、西班牙、俄罗斯等国家陶瓷展商参展，以日用陶瓷和艺术陶瓷展示为主，工业陶瓷为辅。

2. 美洲展区（400平方米）展示来自美洲国家的著名陶瓷品牌，展品包括日用陶瓷、艺术陶瓷、工业陶瓷等产品。拟邀请：美国、墨西哥、巴西、阿根廷等南美地区国家陶瓷展商参展，主要集中展示日用陶瓷和艺术陶瓷。

3. 亚洲展区（600平方米）。集中展示来自亚洲及大洋洲国家的著名陶瓷品牌。主要展示来自日本、韩国、泰国、马来西亚、中亚、澳大利亚等国家的日用陶瓷、艺术陶瓷进行展示展销；

4. 国际陶瓷技术与高功能陶瓷材料展区（400平米）。主要邀请来自欧洲、亚洲、美洲等地区的先进陶瓷生产设备厂商进行展示，如：粉墨技术、加工技术，智能制造设备，自动化生产线等，达到技术交流和引进的目的；邀请国际精细陶瓷材料及陶瓷产品、高功能陶瓷原材料及添加剂、粉末生产材料与辅助材料；陶瓷涂层、特种陶瓷产品等高功能陶瓷相关产品展示。

5. 互动展示区（暨中央主题区）（150平方米）。作为整个场馆的互动活动区域，拟邀请知名艺术家、花艺、茶艺、中西食物摆盘（美食配美瓷）等表演、展商专场新品发布、展商品牌年度盛典、主题互动活动、现场制作、礼品赠送等会议活动。

三、如何打造成国内外企业及客商所希望的“国际馆”？

III. How to make the "international pavilion" really for all?

The International Pavilion will stick to the theme of "Splendid Xiaoxiang, Colorful Liling" in this international ceramic fair. The international pavilion consists of European exhibition area, American exhibition area, Asian exhibition area, international ceramic technology and high-function ceramic materials exhibition area, and interactive exhibition area.

The content of each exhibition area is as follows:

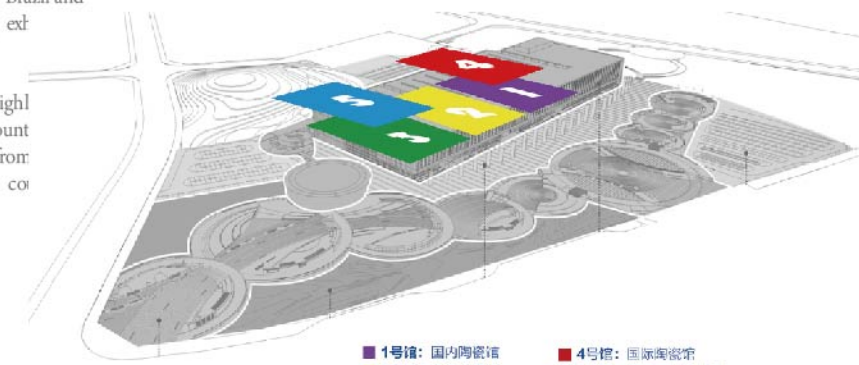
A. The European exhibition area (600 square meters) shows famous ceramic brands from European countries. Exhibits include daily ceramics, artistic ceramics, industrial ceramics and other products. It is proposed to invite ceramic exhibitors from Finland, Italy, Germany, France, Spain, Russia and other countries to participate in the exhibition, with daily-use ceramics and artistic ceramics as the main part and industrial ceramics as the auxiliary part.

B. The American exhibition area (400 square meters) shows famous ceramic brands from American countries. The exhibits include daily ceramics, artistic ceramics, industrial ceramics and other products. It is proposed to invite ceramic exhibitors from USA, Mexico and South American countries such as Brazil and Argentina to participate in the exhibition, mainly exhibit daily ceramics and artistic ceramics.

C. Asian exhibition area (600 square meters). High famous ceramic brands from Asian and Oceania count mainly displays daily ceramics and artistic ceramics from South Korea, Thailand, Malaysia, Central Asia countries, Australia and other countries.

D. International ceramic technology and high-function ceramic materials exhibition area (400m²). Advanced ceramic production equipment manufacturers from Europe, Asia, America and other regions are mainly invited to display, such as: powder and ink technology, processing technology, intelligent manufacturing equipment, automated production lines, etc., so as to achieve the purpose of technology exchange and technology introduction. To invite international manufacturers for fine ceramic materials and ceramic products, high-function ceramic raw materials and additives, powder production materials and auxiliary materials; exhibiting ceramic coatings, special ceramic products and other high-function ceramic related products.

E. Interactive display area (and central theme area) (150 square meters). As the interactive activity area of the whole venue, it is planned to invite well-known artists for floral art, tea art, Chinese and western food dishes placing (delicious food with beautiful porcelain) and other performances, also there are exhibitors' special new product release, exhibitor brand annual grand ceremony, theme interactive activities, on-site production, gift giving and other conference activities.



1号馆：国内陶瓷馆
2号馆：产业展区馆
3号馆：醴陵陶瓷馆
4号馆：国际陶瓷馆
5号馆：陶瓷产业综合馆

四、招商政策

(一) 作为参展商, 参与此次博览会您只需要做好预算准备好展品, 其他的都交给我们。

1. 你们抵达中国醴陵后会有专人迎接你们并把你们送到下榻的酒店。
2. 你们运送的展品会有专人帮你们看管。
3. 会有专人为你们办好参展注册, 并带领你们参观展馆。
4. 商务中心会为您办理几乎所有办公事宜, 包括复印, 打印, 传真, 电话, 电子邮件, 文件扫描, 语言翻译, 货币兑换

您需要考虑的费用有:

A. 展位费

一个9平方米的标准展位费是18000元人民币。该费用包含展位费、特装费、电费、场地管理费以及部分展示柜的费用(如有特殊需求, 自费)。

B. 交通与运输费用

把您的人员和展品从您的国家运到中国醴陵的费用您需要先有所了解。

C. 食宿费用

在醴陵当地, 酒店的价格一般是一个标准间每晚300元人民币。

因此在来之前您需要做一个比较准确的预算。也许计算出来的数字会让你觉得有些许压力, 但我们可以帮助您

A. 展位费折扣

如果您的陶瓷品牌是在“中国消费者喜爱的品牌名单”上, 我们可以为您承担100%的展位费。

B. 交通与运输费补贴

我们可以承担你们公司最多一人往返中国的机票费用。

C. 食宿费用减免

我们可以为您承担最多两人的住宿和用餐费用。你需要更大的空间展示产品与理念, 欢迎与我们联系!

Policies on investment promotion

(1) As an exhibitor, you only need to make a budget and prepare the exhibits and leave the rest to us.

1. Someone will be assigned to pick you up and drive you to your hotel when you arrive at Liling airports or the railway stations.
2. someone will be assigned to take care of the your exhibits.
3. Someone will be assigned to assist you in registering exhibitors' ID and show your exhibition center.
4. The Business Center will handle almost all office affairs for you, including copying, printing, fax, telephone, e-mail, document scanning, language translation, and currency exchange.

The expenses you need to consider are:

Booth fee

The standard booth fee of 9 square meters is RMB18,000 yuan. This fee includes booth fee, special installation fee, electricity fee, venue management fee and the cost of some display cabinets (if there are special needs, at one's own expense).

Travel and transportation costs

You need to know the cost of your travel and exhibits transportation from your country to Liling, China.

Accommodation expenses

In Liling, the price of a hotel is generally RMB 300 yuan per night for a standard room.

Therefore, you need to make a more accurate budget before coming. The amounts might stress you, but we can provide some help on the fees.

Booth fee discount

If your ceramic brand is on the "List of Chinese Consumers' Favorite Brands", we can bear 100% of the booth fee for you.

Travel and transportation subsidy

We can afford the round trip air plane ticket for one person of your company from your country to China.

Accommodation fee reduction

We can reimburse the accommodation and meals for two persons.

If you need more space to show your products and ideas, please contact us!

(二) 作为采购商前往醴陵瓷博会现场, 您也需要了解一下主办方给您的优惠惊喜, 让您满载而归。

1、交通费补贴

我们可以分别承担欧美国家、亚洲国家每一家采购商一定额度的往返交通费用补助, 具体补助金额请联系我们。

2、食宿费用减免

我们可以为您承担最多两人的住宿和用餐费用。

3、为了您满载而归我们准备了采购对接大会。



(三) 无论您是参展商还是采购商, 我们将为您提供一个舒适轻松的旅程。

1.你们下榻的酒店是这样的环境。

2.在活动之余我们将组织一个轻松愉快的旅程, 让你们更加深入的了解湖南醴陵这个神秘美丽的地方。详情请咨询我们。

(2) As a purchaser going to Liling International Ceramic Fair site, you also need to know about the special surprise offered by the organizer, so that you can return with a full enjoyment.

1. Transportation subsidy

We can respectively bear a certain amount of round-trip travel subsidy for each purchaser from European, American countries and Asian countries. Please contact us for the specific subsidy amount.

2. Accommodation fee reduction

We can afford the accommodation and meals for two persons. 3. We have prepared a purchasing and docking conference for you to return with full harvest.

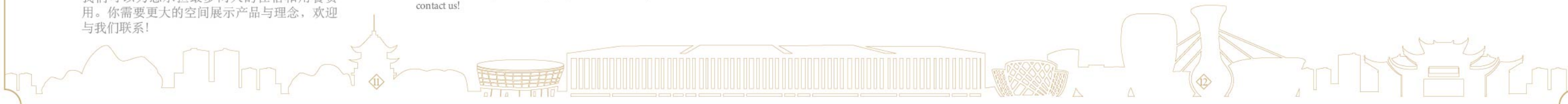
During the exhibition, we will hold the "China (Liling) Ceramic Purchasing and Docking Conference 2019" on site to facilitate you to purchase the desired products and find the most suitable manufacturer.



(三) Whether you are an exhibitor or a purchaser, we will let you have a comfortable and relaxed journey.

1. The hotel you will be staying is like this.

2. Besides the activity, we will organize a relaxed and pleasant tour to let you know more about Liling, Hunan, a mysterious and beautiful place. Please consult us for details.



五、联系方式

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武汉高铁 Wuhan
90分钟 / 90 min by CRH

长沙黄花国际机场 Changsha Huanghua International Airport
40分钟车程 / 40 min by car

长沙市区 Changsha urban area
60分钟车程 / 1h by car

长沙高铁 Changsha
25分钟 / 25 min by CRH

株洲 Zhuzhou
30分钟 / 30 min by car

广州高铁 Guangzhou
3小时 / 3h by CRH

醴陵西高速入口 High-speed West Entrance
5分钟车程 / 5 min by car

醴陵北高速入口
High-speed North Entrance
5分钟车程 / 5 min by car

江西萍乡 Pingxiang, Jiangxi Province
30分钟 / 30 min by car

醴陵东高铁站 Liling East CRH Station
20分钟车程 / 20 min by car

南昌高铁 Nanchang
90分钟 / 90 min by CRH

醴陵火车站 Liling Railway Station
15分钟车程 / 15 min by car

醴陵市区 Liling urban area
10分钟车程 / 10 min by car

