



2019年11月15-17日 15-17 NOVEMBER 2019
湖南 长沙国际会展中心
CHANGSHA INTERNATIONAL CONVENTION
EXHIBITION CENTER, HUNAN



ONE TOWN ONE PRODUCT
International Commodity Fair
2019 CHANGSHA · CHINA

OTOP
一乡一品
国际商品博览会
2019 · 11月15-17日





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CHANGSHA INTERNATIONAL CONVENTION AND EXHIBITION CENTER, HUNAN

批准备案单位
Authority

中华人民共和国商务部
Ministry Of Commerce People's Republic Of China

主办单位
Sponsor

中国民族贸易促进会
China Council For The Promotion Of Nationalities Trade

承办单位
Organizers

一乡一品国际商品博览会组委会
One Town One Product International Commodity Fair Committee

执行机构
Execution

中国民族贸易促进会
一乡一品产业促进发展中心
One Town One Product Industry Promotion and Development Center of CCPNT
长沙市人民政府会展办公室
Exhibition Office of Changsha Municipal People's Government
长沙市商务局
Changsha Municipal Bureau of Commerce
一乡一品科技产业有限公司
One Town One Product Technology Industry Co., Ltd.
西麦克国际展览有限责任公司
CMEC International Exhibition Co., Ltd.
中贸国资文化产业有限责任公司
China Trade Guozai Cultural Industry Co., Ltd.

一带一路一世界 一乡一品一梦想

One Belt One Road and One World
One Town One Product and One Dream



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2019一乡一品 国际商品博览会 2019 One Town One Product International Commodity Fair

一乡一品国际商品博览会（简称“一乡一品博览会”）定于2019年11月15-17日在湖南省长沙市国际会展中心举办，由中国民族贸易促进会主办、西麦克国际展览有限责任公司执行。

本次博览会以“一带一路一世界一乡一品一梦想”为主题，以展会为载体，突出国际化、高端化、精准化，通过展览展示、高峰论坛、专题推介、产业对接、项目洽谈等活动，努力打造各方交流展示和融合发展的开放平台。展会期间，预计组织参展企业6000余家，专业观众20000人和普通观众50万人次共同参会。拟邀请世界各国和中国香港、澳门、台湾地区相关机构共同组织具有当地特色的各类商品参展，同时邀请商品认证、检测、溯源、渠道、孵化、投资、科研等相关服务领域的行业机构组团参展，与中国参展企业对接洽谈，共商合作。

诚挚地邀请世界各国及中国各省、自治区、直辖市、新疆建设兵团组团参展，与参展各方建立长期交流与合作机制，共同拓展合作领域，实现经贸互动频繁、融合共赢发展的良好局面。

The One Town One Product International Commodity Fair (hereinafter referred to as "One Town One Product Fair") is scheduled to be held at Changsha International Convention and Exhibition Center in Hunan Province from November 15 to 17, 2019. It will be hosted by China Council for the Promotion of Nationalities Trade and organized by CMEC International Exhibition Co., Ltd.

The theme of the fair is "One Belt One Road and One World, One Town One Product and One Dream". Taking this fair as a media, it highlights internationalization, high end, and precision and attempts to establish an open platform for the exchanges and integrated development of all parties by exhibition, summit forums, special topic promotion and introduction, industry matchmaking and project negotiation, etc. It is expected that over 6,000 exhibitors, 20,000 professional visitors and 500,000 ordinary visitors will come to the fair. It is planned to invite the organizations and agencies from the countries all over the world and Hong Kong, Macao and Taiwan to participate in this fair with their local characteristic commodities. In addition, we will also invite the industry organizations in the fields of certification, testing, traceability, channels, incubation, investment, scientific research, etc. that can provide relative services for improvement of commodities, and they can meet with Chinese enterprises present on the fair to discuss cooperation and future development.

Therefore, we hereby sincerely invite you to participate in the fair. You may establish a long-term exchange and cooperation mechanism with other exhibitors to jointly expand cooperations, have frequent and good economic and trade interaction and achieve integration and win-win development with them.

展会亮点

HIGHLIGHTS

- **1. 超过 50 万人次 观众数量**
MORE THAN 500,000 VISITORS.
- **2. 拥有 20 余个国家 的买家团**
BUYERS GROUPS CONTAIN MORE THAN 20 COUNTRIES.
- **3. 同期举办超过 4000 人次活动及论坛**
WITH MORE THAN 4,000 PARTICIPANTS IN SIMULTANEOUS EVENTS AND FORUMS.
- **4. 丰富的中央级媒体、财经媒体、权威网媒及地方媒体资源**
WIDE RANGE OF MEDIA RESOURCES INCLUDING CENTRAL MEDIA, Financial MEDIA, AUTHORITATIVE ONLINE MEDIA AND LOCAL MEDIA.

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国际展区 > | 区位 9 10 11
World Pavilion
国内展区 < | 区位 5 10 11
China Pavilion



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同期活动 SUPPORTING ACTIVITIES

一乡一品国际商品博览会同期将举办地方特色产业政策推介及发布会等配套活动，
打造中国与世界互通的特色产业链，助推地区经济发展，协助参展商和采购商开展对接。



At the same time, the One Town One Product International Commodity Fair will hold supporting activities the promotion and release of local characteristic industrial policies, etc. to create a characteristic industrial chain that connects China with the world, boost regional economic development, and assist with the matching exhibitors and buyers in the exhibition.

展会规模

EXHIBITION SCALE

展览面积

120,000m² .

设标准展位 6600 个。

国际参展商比例不少于 20%。

Have an exhibition area of 120,000 m², with 6600 standard booths. The proportion of international exhibitors will be more than 20%.

展位价格

BOOTH RATES



标准展位 Standard Booth

9m²/个

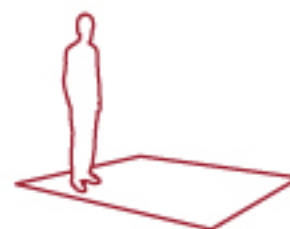
8100 元/个

包含桌椅及楣板

9m²/Unit

USD 2000/Unit

Including fascia board, table and chairs



光地 Space Only

36m² 起订

700 元 /m²

管理费、水电费、
搭建费自理

The minimum order is 36m²

USD 150/m²

Management cost and utilities expense will be covered by exhibitors.



ONE TOWN ONE PRODUCT
International Community Fair
2023-2024

OTOP

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国际商品博览会

展区规划

MAIN EXHIBITION AREAS

博览会将采取专业化运作的思路，借助社会组织的办展实力及丰富资源，紧密结合参与各地区的产业优势和政策优势，打造专业化、国际化、品牌化、产业化的一流国际盛会。

We will utilize professional operation ideals, rely on the strength and rich resources of the social organizations in exhibition and closely combine the industrial advantages and policy advantages of participating regions to promote specialization, internationalization, branding and industrialization in this first-class international event.

综合展区:



外国国家馆展区

展示国外各地区的产业状况、投资政策、旅游资源、特色产品及品牌等

Foreign national pavilions:
The industrial conditions, investment policies, tourism resources, featured products and brands in various regions of foreign countries to be displayed here



扶贫展区

邀请中央国家机关、各民主党派、中央企业、金融机构等，重点展示扶贫成果

Poverty alleviation pavilion:
The poverty alleviation achievement in physical objects, text, images and new technologies.



地方经贸展区

展示中国各地区的产业状况、投资政策、旅游资源、特色产品及品牌等

Local economy and trade pavilion:
The industrial conditions, investment policies, tourism resources, featured products and brands in various regions of China to be displayed here

专业展区:



特色民宿与家居展区

展示世界各地具有特色的民宿及上下游产业链

Characteristic homestay and furniture pavilion:
The Characteristic homestay in various regions of the world as well as the upstream and downstream industrial chains to be displayed here;



服务展区

展示设计、包装、检测、电商、溯源、品牌运营等各类服务产业发展相关的企业及产品服务

Service pavilion:
Design, packaging, testing, e-commerce, traceability, brand operation and other corporate and service products related to the development of various



大健康展区

展示世界各地健康生活方式的医药、保健、器械、养老、养生等大健康产业

Great massive health pavilion:
The medicine, equipment, old-age care, health care and other major health industries related to healthy living in various ethnic areas of the world to be displayed here



精品非遗展区

利用传统非遗技能打造出的各类符合现代需求的各类非遗产品

High-quality intangible cultural heritage pavilion:
All kinds of intangible cultural heritage products that meet the modern needs made with traditional intangible cultural heritage skills

大健康展区

饮食营养

保健食品、饮品；中药饮品；营养膳食补充剂；天然滋补品；绿色食品；美容瘦身产品等

养生保健

营养滋补品、中药材、中医药及艾灸艾草、养生装备、养生空间、养生产业服务、养生组织机构

运动健身

民族健康运动、运动管理服务、健身器材及设备、户外运动及装备、创新体育等

健康养老

老年健康保健品及食品、养老医疗用品、老年辅助及生活用品、养老智能化信息化、宜居建筑设计、养老服务机构、医疗服务机构、异地旅游养老、老年金融及保险服务等

环境与健康

室内环境控制与健康、空气净化、环境监测、生态与环保产业、智能家居、智慧医疗等

The massive health area

Diet nutrition

Healthcare food and drink, Chinese medicine drinks, nutritional dietary supplements, natural tonic, green food, beauty slimming products

Healthcare products

Nutrition tonic, Chinese herbal medicine, Chinese medicine and Ay Tsao therapy, healthcare equipment, health space, health industry services, health organizations

Sports & fitness

National health sports, sports management services, fitness facilities and equipment, outdoor sports and equipment, innovative sports

Health & Old-age Care

Healthcare products and food for the elderly, medical supplies for the elderly, elderly assisted and daily necessities, intelligent informatization for the elderly, livable architectural design, aged care service institutions, medical services institutions, long-distance tourism for the elderly, elderly finance and insurance services, etc.

Environment & Health

Indoor environment control and health, air purification, environmental monitoring, ecological and environmental protection industry, smart home, smart medicine, etc.

特色民宿与家居展区

精品民宿

古村落文化体验民宿、景观特色民宿、城市民宿、精品客栈、精品文化酒店

民宿营销渠道

旅游在线预定平台、旅行社、行业协会及旅游机构

民宿设计建造

建筑设计、室内设计、景观设计、设计院及建造施工机构

民宿景观

名贵树木花草、露天休闲设施、藤艺竹艺、休闲露台、湿地步道桥梁、喷泉水景与鱼池泳池等

家具及家电

进口家具、现代家具、原创家具、新古典家具、各式现代家电、地板门窗等

家居饰品

地毯、花艺、香薰、家居饰品/工艺品、装饰画/雕塑、灯饰等

智能家居

智能安防、智能娱乐、智慧社区、智能家电

家居设计及维修公司

家居设计、维修、装修公司、家居设计及维修在线预订平台等

Characteristic homestay, furniture and exhibition

Boutique homestay

Cultural experience homestay in ancient village, landscape characteristic homestay, urban homestay, boutique inn, boutique cultural hotel

Homestay marketing

Architectural design, interior design, landscape design, design institute and construction institutions

Homestay design and construction

Architectural design, interior design, landscape design, design institute and construction institutions

Homestay landscapes

Precious trees and flowers, outdoor leisure facilities, rattan and bamboo arts, leisure patio, wetland footpath and bridge, fountain waterscape, fish pond and swimming pool, etc.

Furniture & appliances

Imported furniture, modern furniture, original furniture, neoclassical furniture, all kinds of modern household appliances, floor doors and windows, etc.

Household decorations

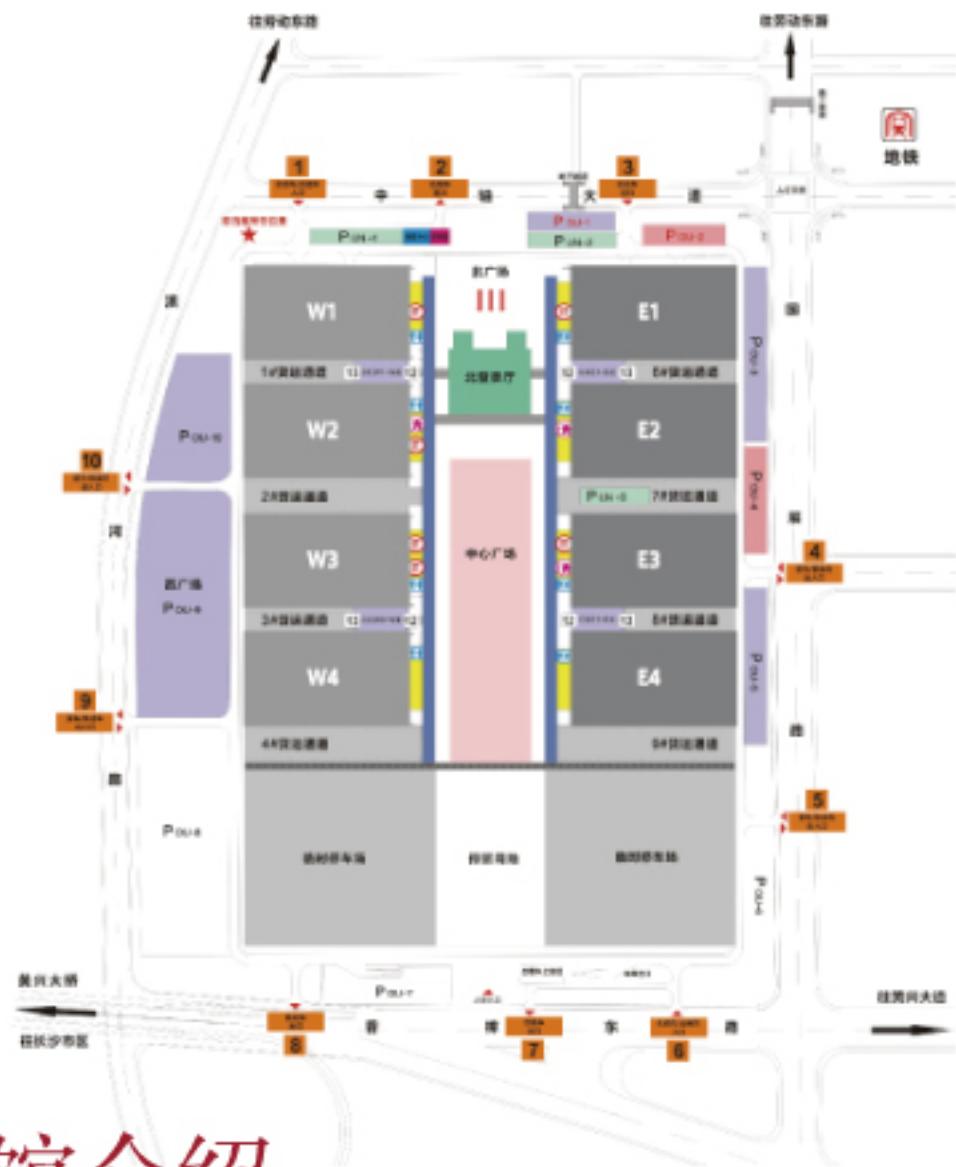
Carpet, floriculture, aromatherapy, home decoration/crafts, decorative painting/sculpture, lighting, etc.

Intelligent home

Intelligent security, intelligent entertainment, smart community, smart home appliances

Home design and maintenance company

Home design, maintenance, decoration companies, home design and maintenance online booking platform



展馆介绍

INTRODUCTION OF VENUE

长沙国际会展中心主场馆占地面积约800亩，根据“适度、预留”原则，分两期建设，北登录厅、内廊及北面四组八个展厅为一期建设，南登录厅及南面两组四个展厅为二期建设，远期规划约400亩为场馆建设预留。

主体场馆集约便利，呈方形布局，共设6组12个单层展馆、6个单向连接厅、2个登录厅、内廊及2个入口广场，室内净展示总面积17.75万平方米，可提供8568个室内展位。登录厅与展厅地块合围展示面积3万平方米，展馆外临滨江路区域展示面积5.5万平方米，总计室外净展示面积8.5万平方米。单层展馆室内净展览面积约1.35万平方米，一期8个单层展馆总室内展览面积约12万平方米，可提供室内标准展位约6600个。

The main hall of Changsha International Convention and Exhibition Center covers an area of about 800 mu (533,333m²). According to the principle of 'moderation and reservation', it will be constructed in two phases.

The north registration hall, inner corridor and four groups of eight exhibition halls in the north will be constructed in the first phase, the south registration hall and two groups of four exhibition halls in the south will be constructed in the second phase, and the long-term plan is about 400 mu reserved for the venue construction. The main venues are compact and convenient, with a square layout. There are 6 groups of 12 single-storey pavilions, 6 one-way connecting halls, 2 landing halls, inner corridors and 2 entrance squares. The total indoor net exhibition area is 175,500 m², and 8,568 indoor booths can be provided. The registration hall and the exhibition hall plot enclose a display area of 30,000 m², and the exhibition area outside the exhibition hall is 55,000 m², totaling 85,000 m² of outdoor net display area. The net indoor exhibition area of the single-storey exhibition hall is about 13,500 m², and the total indoor exhibition area of

the eight single-storey exhibition halls in the first phase is about 120,000 m², providing about 6,000 standard indoor booths.



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报名方式

CONTACT US

请联系我们，尽快预订您的展位。

Please contact us to reserve your booth as soon as possible.

联系人: 勇新泉
电话: +86 139 1146 5511

Contacts: Xinquan Yong
Telephone: +86 139 1146 5511

联系人: 张超
电话: +86 138 1824 8426

Contacts: Chao Zhang
Telephone: +86 138 1824 8426

联系人: 徐莉
电话: +86 10 63317665
邮箱: xuli@cmeceexpo.com

Contacts: Li Xu
Telephone: +86 10 63317665
Email: xuli@cmeceexpo.com

联系人: 向英
电话: +86 10 63439233
邮箱: xiangying@cmeceexpo.com

Contacts: Ying Xiang
Telephone: +86 10 63439233
Email: xiangying@cmeceexpo.com

联系人: 刘永博
电话: +86 10 88365198
邮箱: liuyb@cmeceexpo.com

Contacts: Yongbo Liu
Telephone: +86 10 88365198
Email: liuyb@cmeceexpo.com

联系人: 王娟
电话: +86 10 82686692
邮箱: wangjuan@cmeceexpo.com

Contacts: Juan Wang
Telephone: +86 10 82686692
Email: wangjuan@cmeceexpo.com

联系人: 卢玥
电话: +86 10 82686108
邮箱: luyue@cmeceexpo.com

Contacts: Yue Lu
Telephone: +86 10 82686108
Email: luyue@cmeceexpo.com

联系人: 张曦
电话: +86 10 82687578
邮箱: zhangxi@cmeceexpo.com

Contacts: Xi Zhang
Telephone: +86 10 82687578
Email: zhangxi@cmeceexpo.com