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2017中国(成都) 国际茶业博览会

2017 China(Chengdu) International Tea Expo

时间: 2017年11月9日——11月12日

地点: 成都世纪城新国际会展中心7-8号馆

Date: November 9-12, 2017

Venue: Hall No.7-8, Century city exhibition and convention center, Chengdu, China

邀请函 Invitation



2017中国（成都）国际茶业博览会 将于11月9日至12日在成都世纪城新国际会展中心举办

2017 China(Chengdu)International Tea Expo
November 9th-12th at the century city exhibition and convention center, Chengdu, China

展会特色

中国（成都）国际茶业博览会已连续举办了三届，2016中国（成都）国际茶业博览会共接待观众1.7万人次，总成交额5200余万元。展会上，雅安藏茶文化节首次举办，成效显著；国际、国内茶业企业参展踊跃，购销两旺；展会期间茶事活动丰富多彩。

本届国际茶博会，将发挥四川茶业优势，利用茶博会平台，广泛展示展销四川乃全国名优茶叶，同时面向全国茶业招商，吸收各大茶系优质茶叶品牌及茶关联产品，扩大茶业消费，推动茶业发展。同期举办中国四川国际佛事用品活动，将禅、茶两大文化元素的完美融合，打造禅茶一味新型生活方式。

茶具作为饮茶用品，其种类花色越来越多，品质也逐步提高。本届秋季茶业博览会上，将加大茶具茶器、根雕、紫砂、陶瓷、家具等的招商力度，为茶艺爱好者呈现一场可观、可赏、可品的华丽茶器盛宴。

Exhibition Features

China(Chengdu) International Tea Expo has been held for three consecutive years. In 2016 China(Chengdu) International Tea Expo, it received 17,000 visitors, with a total turnover of 52 million yuan at the show. Ya'an Tibetan Tea Culture Festival was held for the first time and achieved remarkable results, tea industry exhibitors from abroad and domestic enthusiastic participated, buying and selling booming at the fair with colorful events.

This expo will give full play to the advantages of Sichuan tea industry, use the platform in a wide range to display Sichuan famous tea and China famous tea, at the same time we give invitation to all the tea industry over the country, absorb quality tea brand and tea related products, expand tea consumption, promote the development of the tea industry. In the same period, Sichuan Province International Buddhist Supplies activity will be held at the same period, the perfect fusion of the two major cultural elements of Zen and tea, creating a new life style of Zen tea blindly.

Tea sets as supplies with more and more kinds of colors and better quality. At the expo, we will add more tea sets, root crafts, purple clay pots and other products, to supply a tea sets banquet for the lovers.



展会主题 养生就从秋茶开始

Expo Theme "health cultivation start from the Autumn tea"

时间地点

时间：2017年11月9日—11月12日(11月7、8日布展)
地点：成都世纪城新国际会展中心7-8号馆

Date and Venue

Date: November 9-12, 2017(7-8 November Arrange The Booth)
Venue: Hall No.7-8, Century city exhibition and convention center, Chengdu, China

参展范围

茶叶产品：六大茶类 再生茶类（花草茶 浓缩茶 保健茶 茶饮类等）
茶具产品：陶瓷 玻璃器皿 紫砂 茶盘 煮茶器 茶具摆件等
泡茶水：矿泉水 纯净水 直饮水机及净水设备等
茶叶包装：茶包装设计 制作印刷 包装配件 金属制罐等

茶衍生品：茶具 茶保健品 茶界媒体等
加工机械：种植 杀青 色选 贮藏 包装 检测等茶机械
咖啡及饮料：咖啡豆 速溶咖啡及饮料 咖啡连锁加盟 咖啡师培训

Product Range

Green Tea, black tea, dark tea, white tea, green tea (Oolong Tea), yellow tea, the six types of tea series of tea and regenerating tea series

Tea food, tea health products, tea industry media

Coffee beans, instant coffee drinks and utensils, coffee chains etc.

Porcelain, clay, glass, bamboo, lacquer, metal, tea tray, tea maker, inkstone, tea furniture, tea gifts, root carving crafts, tea ceremony spices, antique calligraphy and painting, sculpture, tea culture books, etc.

Tea special water, mineral water, pure water, bottled water, drinking water and water purification equipment etc.

Tea packaging and machinery, tea products and so on more tea sets, root crafts, purple clay pots and other products, to supply a tea sets banquet for the lovers.



专业观众邀请

通过主办、承办单位邀请国内外的茶业协会，茶叶市场，茶叶贸易商、代理商，商场超市及政府有关部门等组团前来参观采购、洽谈贸易。

- 与省内各大茶叶市场共同联手，在茶叶批发市场显著位置发布大型户外广告，扩大展会影响力。
- 派专人在国内相关行业展会派发展会宣传资料、邀请客商和观众。
- 建立观众客户数据库，客服专员邀请专业客户，确保观众质量和展会信息准确到达。
- 与省内外各大银行、物流等多个行业机构进行合作，联合邀请具有极强购买力的专业观众和客户。
- 展会前在成都人流密集的主要街道和社区，免费派发展会宣传资料，吸引经营者、消费者与会参观、采购。

Professional audience invitation

Invited domestic and international tea industry associations, tea market, tea traders, agents, shopping malls and government departments and other delegations to visit the procurement, trade negotiations

Post large outdoor advertising at tea wholesale market, expand the exhibition influence

Establish audience database, customer service commissioner to invite professional clients, to ensure the quality of the audience and exhibition information accurately arrived

Assign the person at the related industries to distribute promotional materials, inviting merchants and visitors

Cooperate with many industry institutions such as major banks and logistics in and outside the province to jointly invite professional visitors and customers with strong purchasing power

In densely populated main streets and communities of Chengdu free distribute the promotional materials to attract operators, consumers attend the meeting, purchase

精彩主题活动

会期将举办高峰论坛、国际茶器论坛、茶叶包装设计论坛等论坛活动，并将邀请茶艺和茶道达人现场进行各种茶文化表演。禅衣茶艺走秀、宜兴名家紫砂工艺展等表演活动。并将在会期设专场品鉴会，邀请各界名流齐聚品鉴茗，共襄盛事。

Theme Activities

Held tea summit, international tea forum, tea Packaging Design Forum and other forum activities, invite tea artist and tea ceremony for variety culture on-site performances

参展须知

展位费：
4800元/国际标准展位
450元/平方米（36平方米起）
配套服务：展品运输 展位设计搭建 展具租赁 仓储 住宿 餐饮旅游服务

Booth Fee

Domestic booth: 4800 yuan
Raw place: 450 yuan/sqm (above 36 sqm)
Relative Service: Product Transportation, Booth Construction, Rental Service, Storage, Accommodation, Traveling Service.

宣传推广

为保证展会宣传推广的实效性，组委会将与中央电视台、四川电视台等传统主流媒体，与百度、新浪、腾讯等新型主流媒体，与中国茶业网、一道茶、天下茶友网等专业媒体，与香港文汇报、澳门商报、人民日报海外版等海外媒体共30家深度合作。同时，在成都主要商业区、街道、社区、地铁、公交车和展馆进行各种广告、标语、横幅、道旗等展会的氛围营造。联合支付宝、滴滴打车、顺丰快递、共享经济联盟等推广茶博会、邀请客商。

Exhibition Promotion

To ensure the effectiveness of the exhibition promotion, Organizing Committee will with traditional mainstream medias like CCTV, Sichuan TV, new mainstream medias like Baidu, Sina, Tencent, special medias like China tea industry network, Edaocha network and Chayou network, overseas medias with Kong Wen Wei Po, the Macao Business Daily, People's Daily Overseas Edition in total 30 more medias do the deeper cooperation. Meanwhile, in Chengdu's main business district, streets, communities, subway, bus and exhibition site for a variety of advertising, slogans, banners, flags and other exhibition atmosphere to promote the fair. Combine the power of Alipay, SF express, sharing economic alliance to promote Tea Expo and invite the buyers.

