

# 第十一届APEC中小企业技术交流暨展览会

## THE 11<sup>TH</sup> APEC SMALL AND MEDIUM ENTERPRISES TECHNOLOGY CONFERENCE AND FAIR

2021年11月欢迎您参加

第十一届APEC中小企业技术交流暨展览会

WELCOME TO THE 11<sup>TH</sup> APEC SMALL AND MEDIUM ENTERPRISES TECHNOLOGY  
CONFERENCE AND FAIR IN NOVEMBER 2021

# 宣传册

## Promotion Brochure

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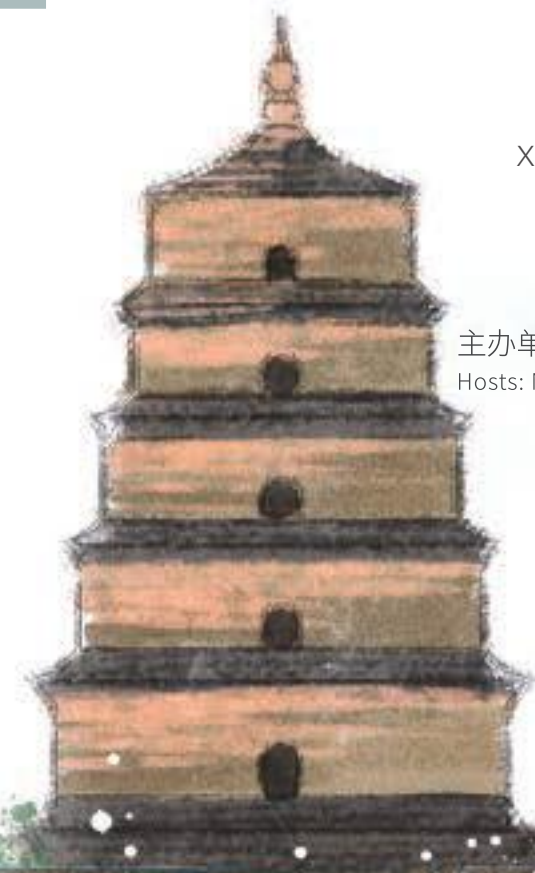
2021年11月26-28日

西安国际会展中心

November 26 to 28, 2021

Xi'an International Convention and Exhibition Center

主办单位:中华人民共和国工业和信息化部 陕西省人民政府  
Hosts: Ministry of Industry and Information Technology of the People's  
Republic of China, People's Government of Shaanxi Province





## 第十一届APEC中小企业技术交流暨展览会

### The 11<sup>th</sup> APEC Small & Medium Enterprises Technology Conference and Fair

APEC中小企业技术交流暨展览会(简称APEC技展会)是在APEC框架下开展的重要合作项目,旨在为APEC各成员经济体搭建新技术、新产品、新模式的展示、交易、交流、合作平台,促进APEC各成员经济体中小企业之间的技术交流和经贸往来,深化中小企业领域的务实合作,帮助中小企业融入全球价值链,提高可持续发展能力和国际竞争力。自1996年以来已举办了十届,分别在日本东京、中国烟台、青岛、福州、成都、义乌、深圳、沈阳等地举办,得到了APEC各成员经济体的积极参与和肯定。

第十一届APEC技展会以“技术驱动发展·合作共赢未来”为主题,定于2021年11月26-28日在中国陕西省西安市召开,本届展会由中国工业和信息化部、陕西省人民政府共同主办,诚挚邀请来自21个APEC成员经济体的代表参加本届盛会。

The APEC Small & Medium Enterprises Technology Conference and Fair (hereinafter referred to as the APEC SMETC), an important cooperation project conducted under the framework of APEC. The APEC SMETC is designed to build a platform for APEC member economies to display new technologies, to trade new products and to exchange new modes. Aiming at promoting the technical exchanges and economic and trade cooperation between the small and medium-sized enterprises (SMEs) of APEC member economies, deepening the practical cooperation in the field of SMEs, the APEC SMETC assists SMEs in integrating into the global value chain and enhances the sustainable development capacity and international competitiveness. Since 1996, the APEC SMETC has been held for ten sessions in Tokyo of Japan, Yantai, Qingdao, Fuzhou, Chengdu, Yiwu, Shenzhen, and Shenyang of China, respectively, and received strong support and recognition from APEC member economies.

The 11<sup>th</sup> APEC SMETC, themed with "Technology Drives Development, Cooperation Wins Future", is scheduled to be held in Xi'an City, Shaanxi Province, China on November 26 to 28, 2021 and is co-hosted by the Ministry of Industry and Information Technology of the People's Republic of China and the People's Government of Shaanxi Province. The representatives of the 21 APEC member economies are sincerely invited to attend the grand event.

## 组织结构

## Organization

### ◎主办单位

中华人民共和国工业和信息化部

陕西省人民政府

### ◎承办单位

中国中小企业发展促进中心

中国中小企业国际合作协会

陕西省工业和信息化厅

西安市人民政府

### ◎协办单位

APEC中小企业服务联盟

陕西省会展中心

### ◎Hosts

Ministry of Industry and Information Technology of the People's Republic of China

People's Government of Shaanxi Province

### ◎Organizers

China Centre for Promotion of SME Development

China International Cooperation Association of SMEs

Industry and Information Technology Department of Shaanxi Province

People's Government of Xi'an City

### ◎Co-organizers

APEC SME Service Alliance

Convention and Exhibition Center of Shaanxi Province

## 活动安排框架

## Activity Arrangement

### 一、展览展示及洽谈

展览时间:2021.11.26-28

展览地点:中国陕西省西安国际会展中心

### I. Exhibition and Matchmaking

Time: November 26 to 28, 2021

Venue: Xi'an International Convention and Exhibition Center, Shaanxi Province, China

### 主展览展示区

第十一届APEC技展会线下展规划展览面积约4万平方米,根据行业划分展示区域,设置五大专业展区和一个创新成果展区,专业展区有:科技装备展区、新材料产业展区、人工智能展区、医工交叉及安全应急展区;物联网、工业互联网与工业服务业展区。

### Major Exhibition Area

The planned exhibition area of the offline exhibition of the 11<sup>th</sup> APEC Small & Medium Enterprises Technology Conference and Fair (APEC SMETC) is about 40,000 square meters. Five professional exhibition areas and one innovation achievement exhibition area are set up according to the industries. The professional exhibition areas include the Science and Technology Equipment Exhibition Area, New Material Industry Exhibition Area, Artificial Intelligence Exhibition Area, Integrated Exhibition Area of Emergency Industry, Safety and Medical Industry, and IoT, Industrial Internet and Industrial Services Exhibition Area.

### (一) 科技装备展区

高档数控机床、航空航天装备、先进轨道交通装备、节能与新能源汽车、电力装备、农机装备、石油天然气装备、石油化工装备、新能源科技及装备、煤化工科技及装备、清洁发电科技及装备、工业节能与清洁生产及行业融合联产技术等机构及企业。

### i. Science and Technology Equipment Exhibition Area

Institutions and enterprises of high-grade numerically-controlled machine tools, aerospace equipment, advanced rail transit equipment, energy-saving and new energy vehicles, electric power equipment, agricultural machinery equipment, oil and gas equipment, petrochemical equipment, new energy technology and equipment, coal chemical technology and equipment, clean power generation technology and equipment, industrial energy-saving, clean production and industry convergence and co-production technology, etc.

### (二) 新材料产业展区

先进基础材料、关键战略材料、前沿新材料;专用核心装备及成套生产装备;分析、测试、计量仪器及设备;实验室设备及服务;新材料产业发展的重点工艺技术创新成果;新材料产业相关服务。

### ii. New Material Industry Exhibition Area

Advanced basic materials, key strategic materials, cutting-edge new materials; special core equipment and complete sets of production equipment; analysis, testing and measuring instruments and equipment; laboratory equipment and services; key technological innovations in the development of the new material industry; services related to the new material industry, etc.

### (三) 人工智能展区

人工智能芯片、计算机视觉、机器学习、自然语言处理、机器人技术、生物识别技术、人脸识别技术,语音识别、大数据处理、智能机器人、智能终端、智慧城市及物联网等机构与企业。

### iii. AI Exhibition Area

Institutions and enterprises of artificial intelligence chips, computer vision, machine learning, natural language processing, robotics, biological recognition, face recognition, voice recognition, big data processing, intelligent robots, intelligent terminals, smart cities, and Internet of Things, etc.

#### (四) 医工交叉及安全应急展区

应急救援类装备、传染病控制类装备、医疗废物应急处置技术与装备、核和辐射处置类装备、试剂、疫苗、药品等、保障系统、应急服务、医疗服务、康复中心服务、智慧医疗与医工结合、电子医疗保健、灾难医学、转化医学等。

#### (五) 物联网、工业互联网与工业服务业展区

工业互联网服务、工业设计及技术服务、投融资服务、信息服务、创业服务、培训服务等机构及企业、中小企业公共服务平台、“双创”基地、工业园区等。

#### (六) 创新成果展区

不属于以上行业的新技术、新业态、新产业、新模式，以及各地方特色产业等。

#### 洽谈对接区

设置项目洽谈和技术对接专区，提供信息发布、项目路演和对接洽谈服务。

### 二、论坛活动

- APEC中小企业技术交流大会。大会将围绕智能制造、智慧城市、创业创新等先进技术议题进行交流、发布。

- APEC中小企业工商论坛。论坛将围绕优化中小企业发展环境、数字经济与创新、世界经济形势、区域经济合作等议题，邀请APEC中小企业政府代表、专家学者、企业家出席并进行研讨。

#### iv. Integrated Exhibition Area of Emergency Industry, Safety and Medical Industry

Emergency rescue equipment, infectious disease control equipment, medical waste emergency disposal technology and equipment, nuclear and radiation disposal equipment, reagents, vaccines, drugs, support systems, emergency services, medical services, rehabilitation center services, smart medicine and integration of medicine and engineering, electronic health care, disaster medicine, translational medicine, etc.

#### v. IoT, Industrial Internet and Industrial Services Exhibition Area

Institutions and enterprises of industrial Internet services, industrial design and technology services, investment and financing services, information services, entrepreneurship services and training services, public service platforms for small and medium-sized enterprises, "entrepreneurship and innovation" bases, industrial parks, etc.

#### vi. Innovation Achievement Exhibition Area

New technologies, new formats, new industries, new models, and industries with local characteristics that are not classified as the above industries.

#### Matchmaking Area

A special area for project matchmaking and technology linkage is set up to provide information release, project roadshow, and linkage and negotiation services.

### II. Forums and Events

- APEC Small & Medium Enterprises Technology Conference. The conference will be centered on the exchanges and release of intelligent manufacturing, smart city, entrepreneurship and innovation, and other advanced technology topics.

- APEC SME Development Forum. The forum will invite the APEC SME government representatives, experts, scholars, and entrepreneurs to attend and discuss on the topics of SME development environment, digital economy and innovation, world economic trend, and regional economic cooperation.

- 第二届医工交叉赋能论坛。论坛侧重人工智能赋能医疗产业创新与发展，研讨医疗产业及AI发展趋势，推广AI+医疗应用场景，搭建科技成果转化平台。

- 数字经济发展论坛。邀请主管部门、专家学者和企业代表、投资和传媒界人士，围绕智能制造、数字化转型、产业互联网等领域，探索新时代中小企业创新发展、专业化发展路径。

- 人工智能产业发展论坛。聚焦工业互联、人工智能和人工智能赋能，促进产业技术交流，推动行业发展。

- 其他论坛和配套活动。邀请各经济体感兴趣的机构围绕电子商务、创业创新、高质量发展、培育“专精特新”中小企业等主题，举办分论坛和研讨会。

### 三、技术考察及商务对接

组织 APEC 成员经济体商协会、参展参会企业、产业园区举办主题推介、信息发布、项目路演、洽谈对接、商务考察等活动。

- The 2<sup>nd</sup> Medicine and Industry Intercross Development Forum. The forum will focus on the AI empowering the innovation and development of medicine industry, discuss on the trends of medical industry and AI, promote the application scenario of AI+ Medical industry, and set up the bridging for S&T achievements transformation.

- Digital Economy Development Forum. Officials from organizations in charge, scholars and entrepreneurs, representatives from investing institutions and media will be invited to attend. The forum will center on the topics of smart manufacturing, digital transformation, industrial internet and explore the path for innovative and professional development.

- Artificial Intelligence Industry Development Forum. The forum will focus on industrial interconnection, Artificial Intelligence, and Artificial Intelligence empowerment, boost industrial technology exchanges, and promote industrial development.

- Other forums and supporting activities. The institutions from the various economies that have an interest are invited to hold sub-forums and seminars on the topics of e-commerce, entrepreneurship and innovation, high-quality development, and cultivation of "professionalized, specialized differentiated and innovative" SMEs.

### III. Technical Visits and Business Linkage

Promotion meeting, information release, project roadshow, matchmaking and linkage, business visits and other activities will be organized for the commercial associations of APEC member economies, enterprises, and industrial parks.

## 展位价格

Booth Price

### 一、境内参展企业

#### 标准展位

8000 元人民币 /3m\*3m

#### 室内光地

800 元人民币 /m<sup>2</sup> (36m<sup>2</sup> 起订，不带任何展架及设施)

### I.Domestic Enterprises

#### Standard Booth

8000 CNY/3m\*3m

#### Indoor Raw Space

800 CNY/m<sup>2</sup> (Min. 36m<sup>2</sup>, without any truss and facilities)

### 二、境外参展企业

#### 标准展位

1200 美元 /3m\*3m

#### 室内光地

120 美元 /m<sup>2</sup> (36m<sup>2</sup> 起订，不带任何展架及设施)

### II.Overseas Enterprises

#### Standard Booth

1200 USD/3m\*3m

#### Indoor Raw Space

120 USD/m<sup>2</sup> (Min. 36m<sup>2</sup>, without any truss and facilities)

注：标准展位含一张桌子、两把椅子、两个射灯、电源插座、公司楣板、三面围板、地毯、垃圾桶。

Notes: A standard booth consists of one table, two chairs, two spotlights, power supply, a fascia board, three-side coaming, carpet and dustbin.



## 第十届技展会成果回顾

The 10<sup>th</sup> APEC SMETC Highlights

21个APEC成员经济体均有代表参展参会。境外非成员经济体有16个“一带一路”沿线国家及地区参展参会。展会期间，1649家企业参展，其中境外成员体386个展位，参展企业239家，境内各省市1490个展位，近5万名观众观展。举办了1个主论坛、9个分论坛、15场对接洽谈配套活动、35家企业进行项目路演；4000多人次参加了各场论坛及配套活动，110家企业达成合作意向。第十届技展会特色鲜明，内容丰富，成果显著，得到了境内外参展企业和参会嘉宾的高度认可和广泛赞誉，来自中央、省市以及中国香港的68家新闻媒体、221名记者对技展会进行了报道，将技展会提升到一个新的高度。

All APEC's 21 member economies participated in the 10<sup>th</sup> APEC SMETC and 16 overseas non-member economies along the "Belt and Road" joined the fair. A total of 1,649 enterprises, including 239 enterprises from overseas member economies with 386 booths. There were 1,490 booths for Chinese provinces and cities, including Shenyang, the host city. The APEC SMETC featured one main forum, 9 sub-forums, 15 supporting matchmaking and negotiation activities, and project roadshows held by 35 enterprises, attracting nearly 50,000 visitors. More than 4,000 participants attended the forums and supporting activities, and 110 enterprises reached cooperation intentions. The 10<sup>th</sup> APEC SMETC presented distinctive features, rich content, and remarkable achievements. It won widespread praise from Chinese and foreign exhibitors and guests. 68 media outlets and 221 journalists from the central government, provinces and cities, and Hong Kong, China reported on the APEC SMETC.



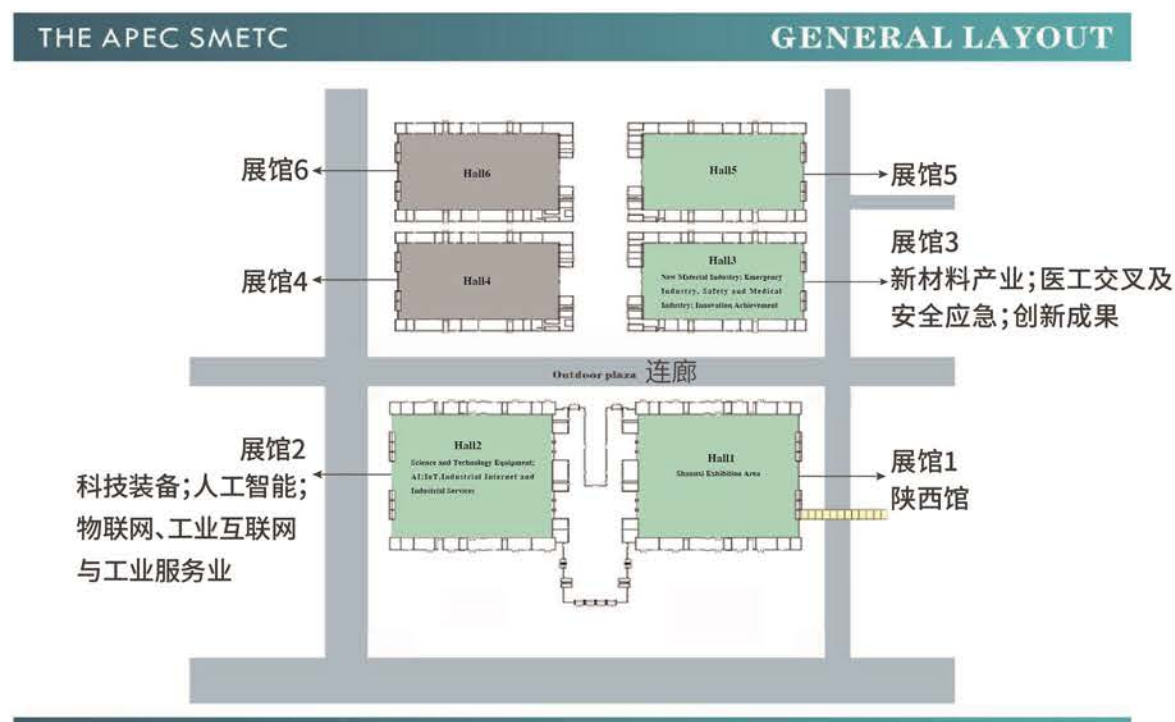
## 西安国际会展中心区域位置图(示意)

Location Map (Schematic) of Xi'an International Convention and Exhibition Center



## 西安国际会展中心分布图

Distribution Map of Xi'an International Convention and Exhibition Center



注:展馆1、2、3、5作为展览展示区

NOTES: HALL 1, 2, 3 AND 5 ARE USED AS EXHIBITION AREAS.

## 交通指引

## Traffic Guidance

会场位于浐灞中部核心区域,城市东北方位,东三环两侧,紧邻世园会举办地。

The conference venue is located in the central core area of the Chanhe River and the Bahe River, northeast of the city, on both sides of the East Third Ring Road, and adjacent to the site of the World Horticultural Exposition.

会场距西安北站10.8 km,距西安咸阳国际机场28.5 km,距西安站10 km,距城东客运站8 km。

The conference venue is 10.8km from Xi'an North Railway Station, 28.5km from Xi'an Xianyang International Airport, 10km from Xi'an Railway Station, and 8km from Xi'an East Central Station.

西安咸阳国际机场:

机场大巴纺织城客运站线→195路,2小时13分钟,57.9公里

机场城际线→523路→地铁3号线,2小时19分钟,48.7公里

西安北站:

地铁2号线→932路,1小时14分钟,18.9公里

地铁2号线→地铁1号线→地铁3号线,1小时24分钟,29.5公里

西安站:

262路,1小时20分钟,16.8公里

地铁1号线→地铁3号线,1小时16分钟,17.4公里,

Xi'an Xianyang International Airport:

Airport Shuttle Bus Textile City Passenger Station Line → No. 195 Bus, two hours and 13 minutes, 57.9km

Airport Intercity Rail Line → No. 523 Bus → Metro Line 3, two hours and 19 minutes, 48.7km

Xi'an North Railway Station:

Metro Line 2 → No. 932 Bus, one hour and 14 minutes, 18.9km

Metro Line 2 → Metro Line 1 → Metro Line 3, one hour and 24 minutes, 29.5km

Xi'an Railway Station:

No. 262 Bus, one hour and 20 minutes, 16.8km

Metro Line 1 → Metro Line 3, one hour and 16 minutes, 17.4km



## 陕西欢迎您

Welcome to Shaanxi

陕西省，简称“陕”或“秦”，历史悠久，是中华文明的重要发祥地，省会西安。地处中国内陆腹地，横跨黄河和长江两大流域中部，是连接中国东、西部地区的交通枢纽。

陕西省是科教大省、科教资源富集，创新实力雄厚。陕西高校和科研机构众多，创新人才济济，有一批国家级高新区、开发区、示范区和大学科技园区；近年来，电子信息、汽车制造、新材料等产业发展势头迅猛。

西安，古称长安、镐京，是陕西省会、副省级市、关中平原城市群核心城市，丝绸之路的起点，“一带一路”核心区、中国西部地区重要的中心城市，是国家重要的科研、教育、工业基地。联合国教科文组织于1981年确定的“世界历史名城”。地处关中平原中部，北濒渭河，南依秦岭，八水润长安。

Shaanxi Province (referred to as "Shan" or "Qin"), is considered as one of the cradles of Chinese civilization with a long history and the provincial capital is Xi'an. Located in the hinterland of China and across the middle of the Yellow River and the Yangtze River, Shaanxi Province is a transportation hub connecting the eastern and western regions of China.

Shaanxi has rich resources of science and education and strong innovation strength. There are numbers of universities, scientific research institutions and innovative talents as well as national high-tech zones, development zones, demonstration zones and university science and technology parks. In recent years, electronic information, automobile manufacturing, new materials and other industries have gained rapidly development.

Xi'an, known as Chang'an or Haojing in ancient times, is the capital city and sub-provincial city of Shaanxi Province, a core city of the Guanzhong Plain Urban Agglomeration, the starting point of the Silk Road, the core area of the "Belt and Road", an important central city in Western China, and an important scientific research, educational and industrial base of China. Xi'an was rated as a "world-famous historical city" by the UNESCO in 1981. Xi'an is situated in the central part of the Guanzhong Plain, borders the Weihe River in the north and the Qinling Mountains in the south, and is surrounded by eight rivers.



西安地处中国大地原点，具有通向国内其他城市距离最短的交通便捷性。随着高速公路网、快速铁路网的加快建设，西安已经成为中国重要的交通枢纽城市之一，一日交通圈可辐射全国 7 亿人口。特别是西安作为新欧亚大陆桥的节点城市，陆路货运可直达荷兰鹿特丹；西安咸阳国际机场二期扩建和 T3 航站楼竣工，170 多条空中航线连接着国际国内各个城市。

西安是一座科教发达的创新城市。这里布局了近80所高校，拥有近百万大学生；设有3600多个研究机构，40多万名研发人员，专业技术人员密集度位居中国各大城市前列。西安的高科技产业基础雄厚，拥有5个国家级开发区，是全国六个综合性国家高技术产业基地之一，获批“中国十大创新城市”。

西安浐灞生态区位于西安市城区东部，因“长安八水”中著名的“浐、灞”二水而得名。规划总面积 129 平方公里。浐灞生态区突出“绿色、环保、低碳、休闲”四大理念，规划制定做大做强现代金融业、会议会展业、生态旅游三大支柱产业；培育扶持文化创意产业、生态型新兴产业、现代商贸产业三大主导产业；做精做细健康体育产业、涉外商务产业两大特色产业。“332”产业发展体系。

Xi'an's location at the geodetic origin of China creates a transportation convenience with the shortest distance to the other cities of China. With the accelerated construction of the expressway network and the express railway network, Xi'an has become one of the major traffic hub cities of China, with the number of people covered by the daily traffic circle reaching 700 million. In particular, since Xi'an is a node city of the new Eurasian Continental Bridge, land cargo can be directly transported to Rotterdam, the Netherlands; with the Phase-II expansion of Xi'an Xianyang International Airport and the completion of the T3 terminal building, more than 170 airways connect Xi'an with various international and domestic cities.

Xi'an is an innovative city with developed science and education. Xi'an boasts of nearly 80 institutions of higher education and nearly one million college students; there are more than 3,600 research institutions and more than 400,000 research personnel, with the density of professional and technical personnel ranking the top among China's major cities. Xi'an's high-tech industry has a solid foundation: Xi'an has five state-level development zones, is one of the six comprehensive national high-tech industrial bases in China, and is awarded "Top 10 Innovative Cities in China".

Xi'an Chanba Ecological District is located in the eastern part of Xi'an City and got its name from the renowned Chanhe River and Bahe River of the eight rivers surrounding Xi'an. The total planned area is 129 square kilometers. Highlighting the four concepts of "green, environmental protection, low carbon, and leisure", Xi'an Chanba Ecological District plans to develop the "3-3-2" industrial development system in which the three pillar industries of modern finance, convention and exhibition industry, and ecological tourism will be made stronger and bigger; the three leading industries of cultural and creative industry, ecological emerging industry, and modern commerce and trade industry will be cultivated and supported; the two featured industries of health and sports industry and foreign business industry will be refined.