

聚焦全球·共享活力市场
Focus on a Vibrant Global Market



青岛国际进口博览会
QINGDAO INTERNATIONAL
IMPORT EXPO · CHINA

第三届中国(青岛) 国际进口产业博览会

The 3rd China (Qingdao) International
Import Industry Expo 2023

食品/
饮料
FOODS/DRINKS

葡萄酒/
烈酒
WINE / SPIRITS

家居
日用品
HOUSEHOLD ITEMS

时尚消费品
FASHION
CONSUMER GOODS

跨境电商
CROSS BORDER
E-COMMERCE

服务贸易
配套
SERVICE TRADE

2023 6月30日-7月2日
June 30 - July 2, 2023

中国·青岛世界博览城
China Qingdao Cosmopolitan Exposition

QIIE 2023

CHINA · QINGDAO

JUNSHENG 润生



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关于QIIE
ABOUT QIIE



Focus on a Vibrant Global Market 聚焦全球·共享活力市场

QIIE青岛进口博览会作为优质的进口产业贸易盛会,是目前国内北方地区进口行业综合性品牌盛会之一。2023第三届青岛进口博览会全新升级打造时尚消费品、智慧家居、食品饮料、生活用品、美妆日化、服务贸易六大主题产品板块。各个特色主题展区及一系列商贸活动将共同打造精彩纷呈的舞台,商贸对接、论坛活动等互动交流渠道也将更好地满足国内观众在QIIE展会上对全球供应链、服务和市场拓展的需求。为进口行业品牌与国内优质买家构建高效、高质、精准的一站式专业商贸平台。

QIIE也将与时俱进,成为一个更加创新、更加开放、更加包容的商贸型展会生态。邀您聚力进口产业升级,共享全球商品资源!

As a high-quality import industry trade event, QIIE Qingdao Import Expo is currently one of the comprehensive exhibition the import industry in the northern China.

The 3rd Qingdao Import Expo in 2023 will be upgraded to six sections with featured theme of fashion consumer goods, smart home, food and beverage, daily necessities, beauty cosmetics, and trade in services. Various featured theme exhibition areas and a series of business activities will jointly create a splendid stage. Interactive communication channels such as business docking and forum activities will also better meet the needs of domestic consumers' for global supply chain, service and market expansion at the QIIE exhibition. To build an efficient, high-quality and accurate one-stop professional business platform for imported industry brands and domestic high-quality buyers, QIIE will keep pace with the times and strive to build a more innovative, more open, and more inclusive business-oriented exhibition ecology. Let's meet in QIIE 2023 to work together for upgrading the import industry and share global commodity resources!



Internationalization 与全球供应商同台

The Exhibits Come From 34 Countries and Regions

上届共有来自34个国家及地区的产品参展 排名不分先后



More opportunities 洞悉行业先机

寻找新的经销商 合作伙伴代理商

Finding new partners

线下最大限度的 曝光发布最新产品

Enhancing the
offline exposure

获取新的 潜在客户

Getting potential
customers

直面行业的专业人士 收集市场信息

Collecting industry
information

提高品牌及产品的 市场认知度

Improving brand
awareness

拓展国内市场业务 获取新渠道

Expanding business
channels



Buyer's organization 观众组织

精准采购商拜访邀约

Buyer visit invitation

山东、江浙沪、河北、天津、安徽、河南等地区批发城、经销商、超市、连锁店、商场以及新兴渠道商等邀请观展，组织买家代表团参观展会。

精准数据电话邀约

Precise data telephone invitation

呼叫中心的客服专员将在展前三个月全天候一对一电话邀请买家到场参观；

同类展会现场宣发

On site publicity of similar exhibitions

前往全国同类展会现场，总量超过10万份的买家邀请函，发送到数万名专业观众手中，呼叫中心团队将一对一通知、邀请并提醒每一位观众光临展会。

多渠道广告投放宣传

Multi channel advertising

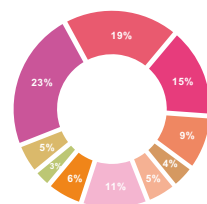
通过线上线下多维度推广宣传渠道。抖音、朋友圈、电视台、社区及 200 多家行业媒体广泛宣传展会，线上新媒体自媒体不间断信息发布。

短信邀请提醒买家到场：

SMS invitation to remind buyers to arrive

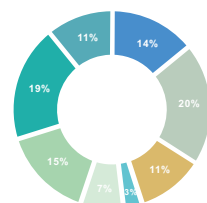
覆盖数据库中10万条业内数据+20万条终端客户数据，大程度的涵盖进口商品等相关采购行业。

Data of last exhibition 上届展会数据



专业观众行业分析
Visitors' Sector

- 进口商/Importers
- 经销商/Distributors
- 零售商/Retailers
- 制造商/Manufacturer
- 商场/超市/Shopping malls / supermarkets
- 餐饮业/Catering
- 电商/Network business
- 顾问及管理服务/Management services
- 贸易服务机构/Trade service agency
- 其他/Other



参展商行业分析
Exhibitors' Sector

- 生活日用品/Daily necessities
- 休闲食品及饮料/Food & beverage
- 美妆日化/Cosmetics
- 时尚消费品/Fashion consumer goods
- 葡萄酒及烈酒/Wine & Spirits
- 官方机构/Official institutions
- 服务贸易/Service trade
- 其他/Other

Product Categories 展品范围



Media and Publicity 媒体宣传

线上 online

- 核心媒体软文分布、视频传播、新闻广告，增加展会受众覆盖率
- 社交媒体矩阵，借助新媒体渠道加大展会推广力度
- 定期电子快讯，增加产品推介频率

线下 offline

- 专业市场走访，精准展品推介，主推提升品牌及产品认知度
- 多形式商务配对，高效接待采购商，提高合作转化率
- 现场采访直播，帮助展商实现品牌传播及曝光最大化
- 官方宣传物料及广告投放，多种途径，助力增加现场展位人气

- Using core media advertorials, video transmission, news advertising to increase the audience coverage
- Using social media and new media channels to enhance the exhibition promotion
- Launching regular electronic newsletter to increase the frequency of product presentation

- Visiting the professional market with precise exhibits presentation so as to enhance the brand awareness
- Conducting business matchmaking with different forms to improve the conversion rate of cooperation
- Live interview to enhance the brand exposure
- To conduct the official publicity with multiple advertising channels so as to make the booth become more popular



新媒体宣传

“渠道矩阵+内容矩阵”，充分利用其信息量大、全方位、多时段、深层地为大会进行跟踪式宣传报道。

专业媒体宣传



“公信力+影响力”，借助其公信度高、影响力强、覆盖面广等特点，多路并进，广泛的宣传，吸引各界人士的关注。

行业媒体宣传

“让专业人做专业事”，全面整合媒体资源，全方位、多时段、深层地为大会进行跟踪式宣传报道。（部分logo展示）



Commerce marketing program 商务营销方案



光地展位

1、展位安排

- 参展商自行设计搭建大型展位
- 特装管理费25元/平方米

2、品牌发布

- 一场产品发布会, 模特走秀并在自媒体进行现场直播
- 户外广告牌一块 (4m*6m)
- 参观指南彩色广告一版

3、线上推广

- 展位视频采访, 线上直播
- 每月一篇公众号新闻推送
- 每月一条视频发布

680元/m²

Space Only

Booth arrangement

Exhibitors design and set up large booths by themselves.
The management fee is 25 yuan/square meter.

Brand publicity

A product launch, models on the runway and live broadcast on we media.

Outdoor billboard (4m*6m)

Visiting guide colour advertising one page

Online promotion

Video interview, live online

A public account news feed every month

Release one product video per month

USD 180/ 1sqm (Minimum 36sqm)



标准展位

1、展位安排

- 9平米标准展位
- 一桌两椅、地毯
- 220V/5A电源、射灯2盏

2、品牌发布

- 一场产品发布会, 模特走秀并在自媒体进行现场直播

3、线上推广

- 展位视频采访, 线上直播
- 每月一篇公众号新闻推送
- 每月一条视频发布

6800元/9m²

Standard Booth

Booth arrangement

9 square meters of standard booth

1 Counter/2 Chairs,

220V/5A Power socket, Carpet.

Brand publicity

A product launch, models on the runway and live broadcast on we media.

Online promotion

Video interview, live online

A public account news feed every month

Release one product video per month

USD 1580/ 9sqm



精品展位

1、展位安排

- 9平米精品展位
- 咨询桌1张、洽谈桌1套
- 展示柜1个、地毯
- 220V/5A电源、射灯2盏

2、品牌发布

- 一场产品发布会, 模特走秀并在自媒体进行现场直播

3、线上推广

- 展位视频采访, 线上直播
- 每月一篇公众号新闻推送
- 每月一条视频发布

7800元/9m²

Boutique Booth

Booth arrangement

9 square meters of boutique booth

One consultation desk, One negotiating table

One high display cabinet

220V/5A Power outlet,

Two long-beam spotlights, carpet

Brand publicity

A product launch, models on the runway and live broadcast on we media.

Online promotion

Video interview, live online

A public account news feed every month

Release one product video per month

USD 1680/ 9sqm



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青岛将以更加主动、开放、包容、活力的姿态拥抱世界，与各参展国共享新时代，新机遇。

Qingdao will embrace the world with a more active, open, inclusive and dynamic attitude
and share the opportunities with all participants.



关注公众号
Follow our Wechat



抖音号
Follow our Douyin



参展报名
Exhibition registration



参观报名
Register for a visit



山东省贸促会贸易投资服务中心
Trade and Investment Services Center of CCPIT Shandong



青岛骏晟国际会展有限公司
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