

参展费用 Costs of participation

区域 Area	标准展位 Standard booth	光地租赁 Charter of bare land
国际A区 International A	13800元 (9m ²) RMB 13,800 (9m ²)	1400元/m ² RMB 1,400/m ²
国内B区 International B	12800元 (9m ²) RMB 12,800 (9m ²)	1300元/m ² RMB 13,00/m ²

备注：1、双开口展位加收10%元；2、标准展位3m×3m；配置：围板、楣板、地毯、一桌两椅、射灯及电源插座；3、光地36m²起租，无展具配置。

同期活动 Concurrent activities

展会期间，组委会联合多家行业机构、媒体、品牌商等精心筹备了多场各具特色的活动，包括“中国（上海）竹产业发展高峰论坛”“绿色竹生活示范区”、“2018房产商与竹产品供应商采购对接会”、“竹产业产品新技术应用交流会”等活动将深度服务于竹产业领域行业人士。届时，行业内最前沿的观点、最优秀的产业链资源在此汇聚，竹产业品牌在此寻找把握市场终端变革和未来发展趋势的风向标；（注：具体活动以展会现场安排为准，部分活动诚征赞助商及合作方。）



部分参展企业 Some exhibitors



参展咨询及联络方式 Consultation and contact information

 **86-21-5161 9878 / 6767 0328**

ufi 全国首家通过国际展览业协会认证的展会
The First Authorized Construction Material Exhibition With UFI In China

亚洲绿色竹产业第一展

全面提供绿色竹产业整体解决方案



2018第二届中国（上海）国际竹产业博览会

2018 2th Shanghai International Bamboo Industry Exhibition

同期举办：2018第二届中国（上海）竹产业发展学术研讨会
Held at the same time: 2018 2th China (Shanghai) Bamboo Industry Development Symposium

展览时间：2018年7月18-20日
Exhibition time: July 18-20, 2018

展览地点：上海新国际博览中心（上海市龙阳路2345号）
Exhibition venue:
Shanghai New International Expo Center

展览规模：150000平方米
Scale of exhibition: 150000m²



扫一扫，关注竹产业

主办单位 Sponsor:

中国林学会 Chinese Society of Forestry	国际竹藤中心 International Centre for Bamboo and Rattan	国际竹藤组织 International Bamboo and Rattan Organisation
中国工艺美术学会 China National Arts And Crafts Society	中国竹产业协会 China bamboo industry association	

承办单位 Undertaker:

中国林学会竹子分会 The Bamboo Branch of Chinese Society of Forestry	中国工艺美术学会竹工艺专委会 The Bamboo Branch of China National Arts And Crafts Society
中国林学会竹藤资源利用分会 The Branch of Bamboo and Rattan Resource Utilization	浙江省竹产业协会 Zhejiang Bamboo Industry Association
寰域展览（上海）有限公司 Huanyu Exhibition (Shanghai) Co., Ltd.	

www.bamboexpo.cn

展会介绍 Exhibition Profile

“2018第二届中国（上海）国际竹产业博览会”，由中国林学会、中国工艺美术学会、国际竹藤中心、国际竹藤组织、中国竹产业协会、浙江竹产业行业协会、寰域展览（上海）有限公司将于2018年7月18-20日在上海新国际博览中心举办。秉承“全竹家居、低碳环保、创意艺术、健康生活”的理念，数场的主题论坛与专题研讨，集中了国内外行业领军、最有影响、号召力的企业，所展示的产品也涵盖了竹产业链上下端，将给各类商家与观众带来无限商机，融入其中，自然享受、现场必将精彩纷呈！2018年，展会将通过增加更多的设计元素、鼓励更多的企业发布新产品和新设计、进一步加强知识产权保护、完善展会服务等措施鼓励更多、更好的企业进行“首秀”，让企业共享竹产业的饕餮盛宴。



上届展会得到了各竹乡政府、行业协会的大力支持，并组织当地竹产业企业抱团参与，是目前国内最大最专业的竹产业博览会，以“金山银山，就是绿水青山”理论为指导，高举生态林业和民生林业两面旗帜，顺应绿色、生态、健康、舒适的竹产业发展趋势，促进竹产业新产品开发，不断提升我国竹业的科技创新，预计参观人数将逾110000人次，将有来自美国、日本、澳大利亚、欧洲、非洲等地的国际竹业组织定向邀约的国际客商组团赴展，打造竹产业国际化、专业化、创新发展交流合作平台。

From July 18-20, 2018, "2018 2nd Shanghai International Bamboo Industry Exhibition" will be held by Chinese Society of Forestry, the International Centre for Bamboo and Rattan, the International Network for Bamboo and Rattan, the China Bamboo Industry Association, Zhejiang Bamboo Industry Association, the Huanyu Exhibition (Shanghai) Co., Ltd. in the Shanghai New International Expo Center. It advocates the concept of "household made by the bamboo, low-carbon environmental protection, creative art and healthy life". the industry leader, the most influential and power enterprises at home and abroad have took part in some forum session and thesis seminar. The products of the exhibition also cover the whole bamboo industry chain, which will bring unlimited business opportunities to all kinds of merchants and audiences. If all the participants are in it and enjoy it naturally, the scene shall be wonderful! In 2018, the exhibition will add more design elements and encourage more enterprises to create new products and new designs in ways that further strengthen the protection of intellectual property rights, improve the exhibition services and so on. At the same time, the exhibition will foster companies beginning to show their products, which make enterprises enjoy the grand spectacle of bamboo industry together.

As the largest and most professional bamboo industry exhibition in China, The last exhibition was supported by all governments and industry associations in the land of bamboo, and organized local bamboo industry companies to take part in the exhibition. Guided by the "Lucid waters and lush mountains are invaluable assets", the 2th exhibition holds high the great banner of ecological forestry and the forestry of the people's livelihood and conform to the developing trend of green, ecological, healthy, comfortable bamboo industry in ways that promote the development of new products in bamboo industry, and constantly improve the technological innovation of bamboo industry in China. The number of visitors is expected to exceed 110,000 and the group of international businessmen who are invited directly by the international bamboo industry organizations from the United States, Japan, Australia, Europe, Africa and other places will visit the exhibition. We will work hard to build a platform of communication and cooperation to make bamboo industry more internationalized, professional and innovative.



宣传方式 Ways of Propaganda

- 共享绿色建博会100,000优质买家资源及100+万元高额宣传投入；
- 80+国内外合作媒体：覆盖建筑、舒适系统、地产、竹家居、装饰等领域行业媒体及经济大众类媒体；
- 500+期平面广告+网络旗帜广告；300,000余字新闻稿落地各大行业网媒及杂质媒体；
- 100,000份观众邀请函分阶段派发国内品牌商、采购商、渠道商、贸易商/经销商、科研院校、进出口公司、百货/酒店、专营/连锁机构等合作伙伴及媒体夹寄；
- 30期电子邮件有效刺激200,000人次目标观众；100,000电话直邀目标观众；
- 自媒体（微信、官网等）全年365天持续宣传
- Sharing green architecture and construction materials Expo the 100,000 ,recruiting the resources of high - quality buyer and investing over 100 million yuan for advertisements.
- 80+Domestic and foreign cooperative medias: the industry medias and the economic public medias covering the construction, comfort system, real estate, bamboo home, decoration and other fields;
- 500+ print advertisements and network banner advertisements; about 300,000 Press releases adopted by major network medias and magazine medias in various industries;
- 100,000 audience invitations to distribute domestic brands, buyers, distributors, traders / dealers, scientific research institutions, import and export companies, department stores / hotels, speciality stores / multiple shops and other partners, and medias.
- 200,000 target audiences are effectively stimulated by 30-phase emails; the phone is called directly to the target audiences in 100,000 times.
- Personal medias (wechat, official website, etc.) constantly give publicity in 365 days throughout a year.

上届回顾 Last review

2017年上海国际竹产业博览会作为亚洲绿色竹产业风向标，此次展出无疑对业界又一次产生了积极的影响。同期举办中国（上海）国际竹产业发展学术论坛，的展出时间里共吸引了118,568人次的参观人数，其中国内观众人数为110,660人次，国外观众人数为7,908人次。展会不但吸引了国内外专业的建筑材料生产、经销企业参观，还吸引了国内外众多房地产开发单位、建设单位、设计单位、施工单位、政府行业等相关管理部门、相关科研院所、项目业主、采购商及经销商的参与和关注。

As the leader for the green bamboo industry in Asia, The Shanghai international bamboo industry exhibition, in 2017, had a positive impact undoubtedly on the industry again. At the same time, China (Shanghai) international academic forum on bamboo industry development During three days of the exhibition, a total of 118,568 visitors were attracted, including 110,660 domestic audiences and 7980 foreign visitors. The exhibition not only attracted the domestic and foreign specialized companies of building materials production and distribution to visit, but also attracted a lot of the units of real estate development, building, design, construction, government industry and other relevant management departments, relevant research institutes, project owners, purchasers and distributors at home and abroad to participate in and concentrate on it.



展品范围 Scope of exhibits

- 竹 建 筑**：竹别墅、竹屋、竹亭、竹桥、竹楼、竹花架、竹篱笆、竹牌楼、竹长廊、竹护栏、竹屏风、竹制百叶窗等；
- 竹 装 饰**：室内外竹装饰；竹板材、竹地板、竹胶板、竹纤维板、竹窗帘、竹垫、竹地毯、竹管道、竹卫浴、竹凉席、竹刨切板、竹家居、竹制品、竹灯等竹制建材；
- 竹 日 用 品**：竹席、竹包装、竹枕、竹厨具、竹餐具、竹茶具、竹文具、竹浆纸、竹生活用纸、竹清洁用具、竹洗衣用具、汽车用品、竹户外用品、竹体育用品、竹纤维制品、竹纤维家纺、竹纤维毛巾、竹纤维服装、竹纤维纸巾、竹制日用品；
- 竹 家 具**：竹桌、竹椅、竹凳、竹床、竹沙发、竹茶几、竹书柜、竹藤家具等；
- 竹 工 艺 品**：竹工艺品、竹乐器、竹扇、竹筷、竹编工艺、竹雕工艺、竹藤编织品、竹炭工艺品、竹根工艺、漆器、相框、画框、礼品、饰品、香料等；
- 竹 质 化 学 制 品**：竹炭制品、竹炭保健品、竹炭饮料、竹炭颗粒、竹叶黄酮、竹炭、竹醋液；
- 竹 食 品**：竹笋、竹叶茶、竹酒、竹饮品、竹药材竹保健用品、休闲食品、调味品等。
- 竹 设 备**：锯竹机、剖竹机、开片机、拉丝机、竹扇机械、竹丝机械、开料机、打磨机、砂光\抛光机、镂铣机、开榫机、圆棒机、钻孔机、竹帘编织机、拼板机、雕刻机、冷\热压机、干燥设备等竹木地板成套设备；

