



“匠心竹，世界品”

全面提供绿色竹产业整体解决方案

2019第三届中国（上海）国际竹产业博览会 2019 3rd China Shanghai International Bamboo Industry Exhibition

同期举办：2019第三届中国（上海）竹产业发展学术研讨会

Held at the same time: 2019 3rd China (Shanghai) Bamboo Industry Development Summit Forum

展览时间：2019年4月24-26日

Exhibition time: April.24-26, 2019

展览地点：上海光大会展中心（上海市漕宝路88号）

Exhibition venue: Shanghai New International Expo Center 2345 longyang Road, Shanghai)



扫一扫，关注竹产业

主办单位 Sponsor:

中国林学会
Chinese Society of Forestry

承办单位 Undertaker:

中国林学会竹子分会
The Bamboo Branch of Chinese Society of Forestry

中国林产业协会竹木重组材及制品分会
China Forest Products Industry Association bamboo wood reconstituted timber and products branch

支持单位 Support:

国际竹藤中心
International Centre for Bamboo and Rattan

中国工艺美术学会
China National Arts And Crafts Society

国际竹藤组织
International Network for Bamboo and Rattan

中国竹产业协会
China bamboo industry association

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

中国林业产业联合会竹木企业发展分会
China Forestry Industry Association bamboo wood enterprise development branch

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

“全面提供竹产业整体解决方案”，4月24日 - 26日，2019第三届中国（上海）国际竹产业博览会（CBIE2019），由中国林学会、国际竹藤中心、国际竹藤组织、中国工艺美术学会、中国竹产业协会、浙江竹产业行业协会、寰域展览（上海）有限公司在上海光大会展中心（上海市漕宝路88号）举办，提倡“**创新安全、美丽生态**”的理念，以“**匠心竹，世界品**”为主题，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，同期举办竹产业高端论坛与专题研讨，集中了国内外行业品牌企业，注重与国内外竹产业的精准供需配对与有效合作，推动国内竹产业的可持续发展。2019年，本届展会将通过以会带展，形成以点带面扩散效应，吸引全社会高度关注，为国家十三五规划中明确的绿色发展规划，落实政策措施，强化技术支撑等工作起到添砖加瓦的作用。

该展携手已连续举办二年的上海国际竹产业博览会，共同见证竹产业的创新与转型，竹产业的进一步深化发展，为乡村振兴提供了新的发展模式，展示全产业链、全方位，行业集群度极高，资源优势突出。皆在打造国内唯一以竹产业“科-工-贸”交流平台，为核心架构的行业顶级盛会，本届竹博会展区分国际展区及品牌展区，分别为中国特色竹乡展区、竹建筑竹家居展示区、竹制品配套产业展区、竹工艺品展区、竹文旅及美食展区、凉席展区、竹博会配套活动展区。预计参观人数将逾40000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，行业加强交流、荟萃精英、开放共享、跨界合作的资源平台，国内外竹产业交流合作、推动竹产业企业和机构技术、产品“走出去”的国际平台！

"Comprehensive Solutions for Bamboo Industry" April 24-26, 2019 3th China (Shanghai) International Bamboo Industry Exposition (CBIE2019), by the Chinese Forestry Society, International Bamboo Rattan Center, International Bamboo Rattan Organization, China Arts and Crafts Association, China Bamboo Industry Association, Zhejiang Bamboo Industry Association, Huanyu Exhibition (Shanghai) Co., Ltd. holds the concept of "Innovation, Safety and Beautiful Ecology" in Shanghai Ever bright Convention & Exhibition Center (No. 88 Caobao Road). The theme is "ingenious bamboo, world-class goods". It conforms to the development trend of green, ecological, healthy and comfortable bamboo industry, promotes the development of new bamboo products, and continuously upgrades China's economy. The scientific and technological innovation of bamboo industry, held in the same period of high-end bamboo industry forum and special discussion, concentrated on domestic and foreign brand enterprises, focusing on accurate supply and demand matching and effective cooperation with domestic and foreign, promote the sustainable development of domestic bamboo industry. In 2019, the exhibition will form a point-to-surface diffusion effect through convention-to-exhibition, which will attract the attention of the whole society. It will play an important role in the formulation of green development in the 13th Five-Year Plan, the implementation of policies and measures, and the strengthening of technical support.

The exhibition has been holding the Shanghai International Bamboo Industry Expo for two years. witnessing the innovation and transformation of bamboo industry and the further deepening development of bamboo industry, providing a new development model for rural revitalization, showing the whole industrial chain, all-round, highly clustered industry and prominent resource advantages. The bamboo exhibition will be divided into international exhibition areas, bamboo architecture bamboo home exhibition areas, bamboo products supporting industrial exhibition areas, bamboo arts and crafts exhibition areas, bamboo tourism and gourmet food exhibition areas with Chinese characteristics. Area, mat mat exhibition area and bamboo Expo meeting area. It is expected that more than 40,000 visitors will attend the exhibition. A group of international businessmen from the United States, Japan, Australia, Europe and Africa will be invited to attend the exhibition. Industry and institutional technology, products "go global" platform!

15,000m²

展示面积

40,000+

专业观众

300+

展商

20+

论坛

竹产业领域全产业链平台

确保观众数量与质量

汇聚国内外领军企业及优质品牌

丰富专业的行业交流

上届回顾

Last review

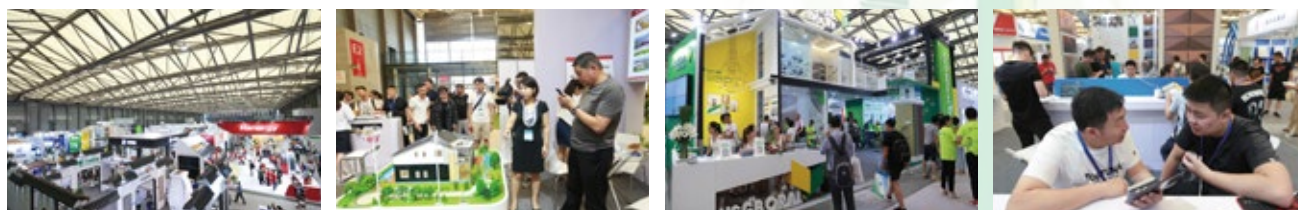
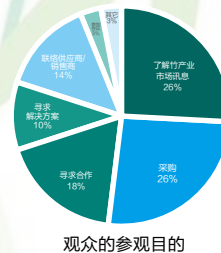
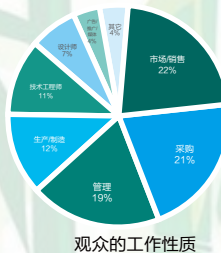
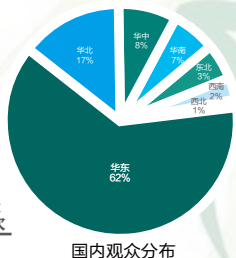
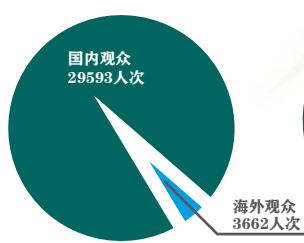
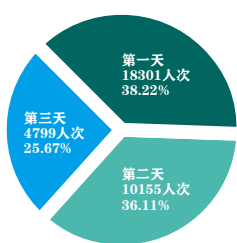
2018第二届上海国际竹产业博览会作为亚洲绿色竹产业风向标，此次展出无疑对业界又一次产生了积极的影响。展会共吸引了上百家竹产业品牌企业参展。如**宜宾纸业、浙江九川竹木、金光、桃花江、瑞竹、咏竹、亿家馨、千禧、杭富、笙炭、望月、耕盛堂、黄家、华森、东荣、登冠、老奶奶、安吉丽娜、沃佳、星宇、墨钻、恒宇、重庆瑞竹、波恩贝、节节通、宜宾市长宁县竹乡、全国各竹乡**等高端品牌，充分展示了绿色竹产业的最新技术，为业界的标杆聚会。同期举办2018年第二届中国（上海）国际竹产业发展学术论坛，吸引了数百家媒体报道盛况。

As the leader for the green bamboo industry in Asia, The Shanghai international bamboo industry exhibition, in 2018, had a positive impact undoubtedly on the industry again. The exhibition has attracted over a hundred first-class enterprises of bamboo industry. For example: **Zhejiang XinZhou, Zhejiang JIUCHUAN bamboo, Ningbo SHILIN, Taohua river, Wanwei, Hot Chishui, Suzhou Tianjian Bamboo, Shengtan, Kuaile, Moon, Wind River, Deng Guan, Grandma, Angelina, Wojia, Xingyu, hengyu, Chongqin RUIZHU, Jizhu, Wanglin, Huasen, Xinjin, Longtai.** As the model of bamboo industry party, it fully showed the latest technology of green bamboo industry. At the same time, China (Shanghai) international academic forum on bamboo industry development has attracted over a hundred medias to report the exhibition.



三天的展览时间里共吸引了**33255**人次的参观人数，其中境内观众人数为**29593**人次，境外观众人数为**3662**人次（新加坡、日本、泰国、中国台湾、韩国、尼泊尔、越南、俄罗斯、意大利、印度、沙特阿拉伯、澳大利亚、土耳其、以色列、加拿大、墨西哥、德国、法国、香港、南非、挪威、阿联酋、马来西亚、美国、澳门、英国、葡萄牙、巴基斯坦、乌克兰等）。

During three days of the exhibition, a total of **33,255** visitors were attracted, including **29,593** domestic audiences and **3,662** 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.



03 为何参展?

Why choosing us

权威性 Authority

行业协会鼎力协作，
打造业界标杆聚会。

Industry associations work
together to create industry
benchmarking party

政策性 Policy

紧跟国家政策导向，贯彻落实党和政府关于“加快生态文明体制改革，建设美丽中国”宗旨。

Follow the guidance of state policies and
implement the Party and government's tenet
of "speeding up the reform of ecological
civilization system and building a beautiful
China."

时效性 Timeliness

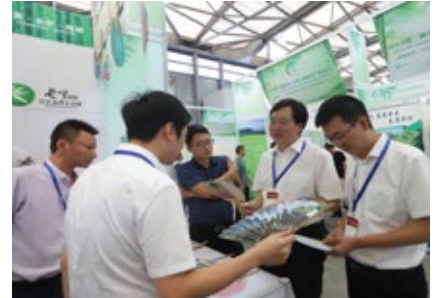
贸易采购最佳时节，紧扣同
期节能宣传月主题脉搏。

Trade procurement best season,
closely linked to the same period
energy-saving propaganda month
theme pulse

广泛性 Extensive

影响贯穿南北，枝蔓遍布全
球，40余个国家与地区的
展商与观众共聚盛会。

Impact through the world,
exhibitors and visitors
congregate from more than 40
countries and regions



宣传方式

Ways of Propaganda

- 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、家居、商业空间、室内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、合作伙伴、重要客户及媒体夹寄;
- 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.



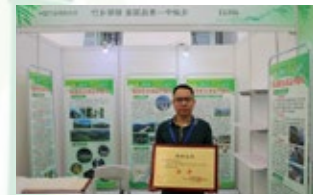
同期活动

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）竹产业发展学术研讨会”、“中国（上海）国际竹产业博览会优质产品评选”、“中国竹业特色之乡评选”、“2019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。）



中国（上海）竹产业发展学术研讨会 China (Shanghai) Bamboo Industry Development Summit Forum



中国（上海）国际 竹产业博览会优质产品评选

中国竹业特色之乡评选

竹建筑



竹别墅、竹屋、竹缠绕复合材料、竹缠绕房屋、竹管道、竹亭、竹桥、竹楼、竹花架、竹长廊、竹护栏等；

竹装饰



室内外竹装饰；竹板材、竹胶板、竹纤维板、竹木纤维板、竹木材料、竹窗帘、竹垫、竹地毯、竹卫浴、竹凉席、竹刨切板、竹家居、竹制品、竹屏风、竹制百叶窗、竹灯等竹制建材；

竹地板



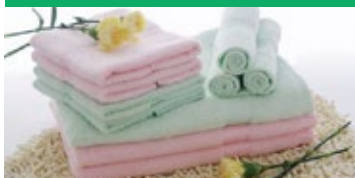
卫浴地板、重竹地板、拼花地板、普竹地板、户外地板、竹木复合地板、地热地板、竹地毯；

竹日用品



竹凉席、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、竹电子产品、竹键盘、竹木制品、竹清洁用具、竹洗衣用具、汽车用品、竹缠绕车厢、竹户外用品、竹体育用品、竹制日用品；

竹纤维制品



竹纤维制品、竹纤维家纺、竹纤维毛巾、竹纤维服装、竹纤维纸巾等；

竹家具



卫浴家具、竹桌、竹椅、竹凳、竹床、竹沙发、竹茶几、竹书柜、户外家具、竹木家具、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；

竹炭



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；

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	12800元 (9m ²) RMB 12,800 (9m ²)	1300元/m ² RMB 1,300/m ²
国内B区 International B	11800元 (9m ²) RMB 11,800 (9m ²)	1200元/m ² RMB 1,200/m ²

备注: 1、双开口展位加收10%元;

Remarks: 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。

1. Double opening booth will increase the cost of 10 % on the base of original price.

2. Standard booth 3m×3m; equipment: hoarding, lintel board, carpet, a table of two chairs, spotlights and power socket;

3. people can rent the bare land at least 36 m2 without any exhibition equipment.

部分参展企业

Some exhibitors



以上仅为部分参展品牌, 排名不分先后



2019第三届中国（上海）国际竹产业博览会

2019 3rd China Shanghai International Bamboo Industry Exhibition



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



86-21-5161 9878 / 5772 0886