



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



# 千年匠心，聚竹同行

—— 打造绿色竹产业一站式服务与贸易平台

## 2020第四届中国（上海）国际竹产业博览会 2020 4<sup>th</sup> China Shanghai International Bamboo Industry Exhibition

同期举办：2020第四届中国（上海）竹产业发展学术研讨会  
Held at the same time: 4<sup>th</sup> China (Shanghai) Bamboo Industry Development Summit Forum

展览时间：2020年6月13-15日  
Exhibition time: June · 13-15 2020

展览地点：上海光大会展中心（上海市漕宝路88号）  
Exhibition venue: Shanghai Everbright Convention & Exhibition Center (No. 88 Caobao Road)

[www.bamboosexpo.cn](http://www.bamboosexpo.cn)



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

中国林产工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

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.

### 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

## 展会介绍

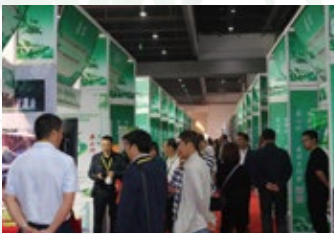
“全面提供竹产业整体解决方案”，6月13日 - 15日，2020第四届中国（上海）国际竹产业博览会（CBIE2020），由中国林学会、中国林学会竹子分会、中国工艺美术学会竹工艺专委会、中国林业产业联合会竹木企业发展分会、中国林产工业协会竹木重组材及制品分会、中国林学会竹藤资源利用分会、浙江省竹产业协会、寰域展览（上海）有限公司在上海光大会展中心（上海市漕宝路88号）举办，提倡“创新安全、美丽生态”的理念，以“千年匠心，聚竹同行”为主题，顺应绿色、生态、健康、舒适的竹产业发展趋势，推动竹产业创新研发、深挖竹产业潜力价值，从来实现企业转型升级，汇集了众多优质供应商，打通竹产业链的重要环节，为核心架构的行业顶级盛会，同期举办竹产业高端论坛与专题研讨，注重与国内外竹产业的精准供需配对与有效合作，为国家十三五规划中明确的绿色发展规划，凝聚政策合力，提高发展效率。

该展携手已连续举办三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，帮助竹产品的采购商根据不同的需求甄选适合自己的竹业品牌；助力提高竹产业知名度，扩展竹产品市场销路。展会现场展示的前沿技术和产品横跨竹建筑、竹建材、竹浆纸、竹家具、竹炭、竹工艺品、竹纤维、竹食品、竹机械等领域，是行业加强交流、荟萃精英、开放共享、推动竹产业企业和机构技术、产品“走出去”的国际平台！

## Exhibition Profile

“To provide overall solutions for bamboo industry”, June 13-15, 2020 4<sup>th</sup> China (Shanghai) International Bamboo Industry Exposition (CBIE2020), organized by China Forestry Society, China Forestry Society Bamboo Branch, China Arts and Crafts Society Bamboo Craft Committee, China Forestry Industry Federation Bamboo and Wood Enterprise Development Branch, China Forestry Industry Association Bamboo and Wood Recombinant Products Branch, China, China The Branch of Bamboo and Rattan Resources Utilization of the National Forestry Society, Zhejiang Bamboo Industry Association and Huanyu Exhibition (Shanghai) Co., Ltd. were held in Shanghai Guangzhou Convention and Exhibition Center. They advocated the concept of "innovative, safe and beautiful ecology". With the theme of "Millennium ingenuity, gathering bamboo peers", they conformed to the development trend of green, ecological, healthy and comfortable bamboo industry, and promoted bamboo industry innovation, research and development, and deep digging bamboo industry. Potential value has always been achieved in the transformation and upgrading of enterprises, gathered many high-quality suppliers, opened the important link of the bamboo industry chain, held high-end forum and Symposium on bamboo industry at the same time, paid attention to the precise supply and demand matching and effective cooperation with domestic and foreign bamboo industry, for the national 13th Five-Year Plan clear green development plan, cohesion of policy cohesion. To improve the efficiency of development.

The exhibition, which has been held for three years in succession, witnesses the innovation and transformation of bamboo industry and the further development of bamboo industry. It provides a new development model for rural revitalization. It shows the whole industrial chain, all-round development, high industrial cluster and outstanding resource advantages. We are building the only domestic bamboo industry "science-industry-trade" exchange platform to help buyers of bamboo products to select their own bamboo brand according to different needs, to help improve the popularity of the bamboo industry and expand the bamboo product market. The frontier technologies and products displayed at the exhibition site span the fields of bamboo architecture, bamboo building materials, bamboo pulp and paper, bamboo furniture, bamboo charcoal, bamboo handicraft, bamboo fibre, bamboo food, bamboo machinery, etc. They are international platforms for the industry to strengthen exchanges, gather elites, open and share, and promote bamboo industry enterprises and institutions to "go out" of technology and products.



15,000m<sup>2</sup>

展示面积

竹产业领域  
全产业链平台

40,000+

专业观众

确保观众  
数量与质量

300+

展商

汇聚国内外领军  
企业及优质品牌

20+

论坛

丰富专业的  
行业交流

## 上届回顾

2019第三届中国(上海)国际竹产业博览会,作为亚洲绿色竹产业风向标,总面积**15,000平方米**,此次展出无疑对业界又一次产生了积极的影响。现场集结了国内外优秀的竹产业**300多个品牌**参与展示。如**宜宾纸业、福建和其昌、浙江庄禾、四川环龙、利民药业、桃花江、瑞竹、竹境、信竹、亚斐、晟丰、笙炭、望月、耕盛堂、三箭、华森、东荣、登冠、香益、抱贞堂、乐佳、溢宁、全丰、盛忠、二又土、善竹工坊、掘原手工造纸、和谐旅游、杰安、万象博众、碧盛、隆泰、岩星、尤溪县展团、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2019年第三届中国(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。

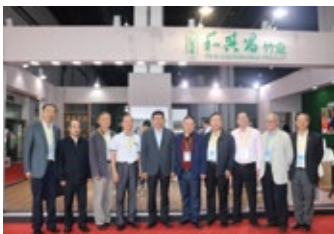
三天的展览时间专业观众突破**35,810人次**的参观人数,其中境内观众人数为**31,970人次**,境外观众人数为**3,840人次**(新加坡、日本、泰国、中国台湾、韩国、尼泊尔、越南、俄罗斯、意大利、印度、沙特阿拉伯、澳大利亚、土耳其、以色列、加拿大、墨西哥、德国、法国、香港、南非、挪威、阿联酋、马来西亚、美国、澳门、英国、葡萄牙、巴基斯坦、乌克兰等)。



## Last review

As the wind vane of green bamboo industry in Asia, the 3<sup>rd</sup> Shanghai International Bamboo Industry Expo in 2019 has a total area of 15,000 square meters. This exhibition undoubtedly has a positive impact on the industry once again. More than 300 excellent bamboo brands from home and abroad were gathered to participate in the exhibition. For example: **YIBIN PAPER INDUSTRY, HEQICHANG, Zhejiang Zaho, SHICHUAN VANOV, Suichang Limin, Taohua River, RUEIJHU, Zhujing Bamboo, Yafei, Shengfeng, Shengchar, Wangyue, Gengsheng Hall, Sanjian, Huasen, Dongrong, Dengguan, Xiangyi, Baozhentang, Lejia, Yining, Quanfeng, Shengzhong, Eryou Tu, Shanzhu Workshop, Digging Original Handmade Paper, Harmonious Tourism, Jiean, Wanxiangbozhong, Bizhong Sheng, Longtai, Yanxing, Youxi County Exhibition Group and Bamboo Townships in China.** High-end brands, such as green bamboo, fully demonstrate the latest technology for the industry benchmark gathering. At the same time, the third China (Shanghai) International Bamboo Industry Development Academic Forum was held in 2019, which attracted hundreds of media reports.

During the three-day exhibition period, the number of professional visitors exceeded **35,810**, of which the number of domestic visitors was **31,970** and that of overseas visitors was **3,840** (Singapore, Japan, Thailand, Taiwan, China, Korea, Nepal, Vietnam, Russia, Italy, India, Saudi Arabia, Australia, Turkey, Israel, Canada, Mexico, Germany, France). Hong Kong, South Africa, Norway, the United Arab Emirates, Malaysia, the United States, Macao, the United Kingdom, Portugal, Pakistan, Ukraine and so on.





## 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

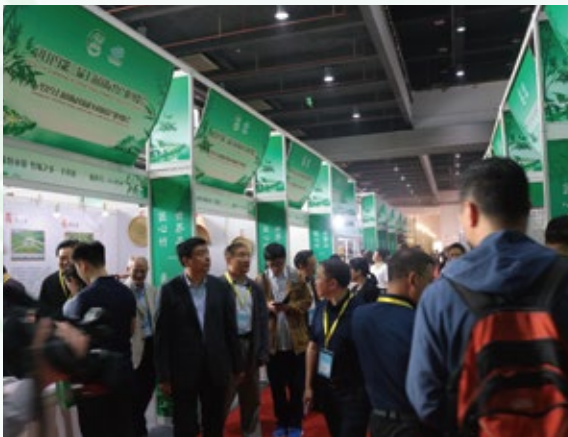
贸易采购最佳时节，紧扣同  
期节能宣传月主题脉搏。

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

- 40,000 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、酒店、民宿、旅游地产、家居、商场、室内装饰等领域行业媒体及大众类媒体;
- 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
- 40,000 high-quality buyer resources and 1+10,000,000 yuan of high propaganda investment;
- 80+ Domestic and foreign cooperative media: covering industry media and mass media in the fields of architecture, hotels, residential accommodation, tourism real estate, household, shopping mall, interior decoration, etc.
- 500+ print advertisement + online banner advertisement; more than 300,000 words of news release landed in the major industries of network media and impurity media;
- 100,000 invitations to audiences are sent to domestic brands, purchasers, channel providers, partners, key customers and media in stages.
- 30 e-mails effectively stimulate 200,000 target audiences; 100,000 telephone calls directly invite target audiences;
- Continuous publicity from the media (Weixin, official website, etc.) for 365 days throughout the 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”、“绿色竹生活示范区”、中国特色竹乡的评选“竹产业优质产品评选”、“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。）

During the exhibition, the organizing Committee that are associated with many industry organizations, medias and brand owners, etc. carefully prepared a lot of activities with different characteristics. Including “China ( Shanghai ) Bamboo Industry Development Summit Forum”, “Green Bamboo Demonstration Area for Life”, “Seminar on New Technology Application of Bamboo Industry Products”. All of activities will deepen the services of bamboo industry for people. At the appointed time, the exhibition will concentrate on the newest points and the best industrial chain resources, and the brand of bamboo industry will work hard to seek and master the the terminal innovation of market and the future trend of development about bamboo industry. (Note: The specific activities depend on the arrangement of exhibition, the parts of activities need to be supported sincerely by sponsors and partners.

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

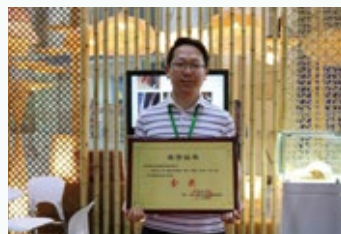


**竹产业产品  
新技术应用交流会**  
Seminar on New Technology  
Application of Bamboo  
Industry Products



**中国特色竹乡的评选**  
Selection of Bamboo Township  
with Chinese Characteristics

**中国（上海）竹产业  
优质产品评选**  
Selection of High Quality Bamboo  
Products in China (Shanghai)

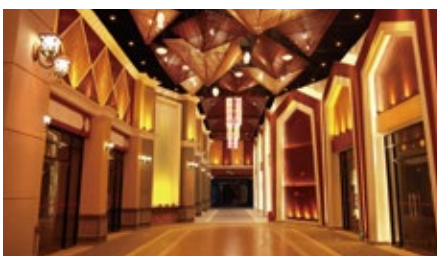


# 展品范围 Scope of exhibits



## 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；



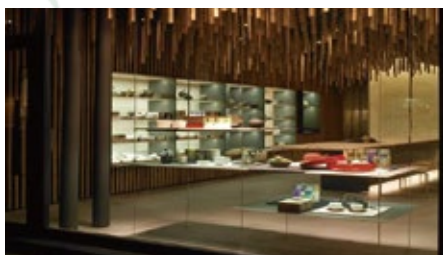
## 竹装饰

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；



## 竹浆纸

竹浆、竹浆纸、竹生活用纸、竹浆卫生纸、竹浆纸机械设备等；



## 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；



## 竹食品

竹笋、竹叶茶、竹酒、竹饮品、竹盐、竹药材、竹保健用品、休闲食品、调味品等；



## 旅游康养

康养城市、康养项目、旅居养老、康养旅游、森林康养、竹林康养、中医康养、康复医疗、生态养老、健康养生、健康食品及保健品；

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

**备注:** 1. 双开口展位加收10%;  
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36m<sup>2</sup>起租, 无展具配置。

**Remarks:** 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 36m<sup>2</sup> without any exhibition equipment.

# 会刊广告 Advertisements on the journal

(展会会刊: 尺寸140mm×210mm Size of journal: 140mm×210mm)

封二 Inside front cover	12000元 RMB 12,000	封三 Inside back cover	10000元 RMB 10,000	封底 Back cover	18000元 RMB 18,000
门票	5000元 / 万张	彩页 Color page	8000元 RMB 8,000	礼品袋广告	18000元/5000只 (尺寸295×410mm)



# 部分参展企业 Some exhibitors



以上仅为部分参展品牌, 排名不分先后



# 2020第四届中国（上海）国际竹产业博览会

2020 4<sup>th</sup> China Shanghai International Bamboo Industry Exhibition



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



**86-21-5161 9878 / 6767 0579**