



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

2021第五届中国(上海)国际竹产业博览会

2021 5RD CHINA SHANGHAI INTERNATIONAL BAMBOO INDUSTRY EXHIBITION



2021第五届中国(上海)竹产业发展学术研讨会

2021 5RD CHINA SHANGHAI INTERNATIONAL BAMBOO DEVELOPMENT SUMMIT FORUM

2021年10月08-10日

Shanghai New International Expo Center

08-10, October. 2021 | 上海新国际博览中心



www.bamboosexpo.cn

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 Network for Bamboo and Rattan

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

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

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

中国林学会林草智能技术和机器人分会
Forest and grass intelligent technology and robot branch of China Forestry Society

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:

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

国家林业和草原局北京林业机械研究所
Beijing Forestry Machinery Research Institute of State Forestry and grassland administration

中国林业机械协会竹工机械分会
Bamboo machinery branch of China Forestry Machinery Association



扫一扫, 关注竹产业

参观

参观

参观

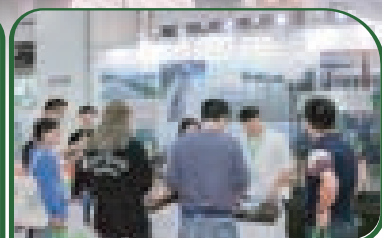


“千年匠心，聚竹同行”

"Thousands of years of ingenuity, gathering bamboo together"

全面提供竹产业整体解决方案”，10月08日-10月10日，2021第五届中国（上海）国际竹产业博览会（CBIE2021），由中国林学会、国际竹藤中心、国际竹藤组织、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、中国林学会林草智能技术和机器人分会、浙江省竹产业协会、寰域展览（上海）有限公司在上海新国际博览中心（上海市龙阳路2345号）举办，以“千年匠心，聚竹同行”为主题，疫情下紧紧围绕凝聚·思变·向未来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。

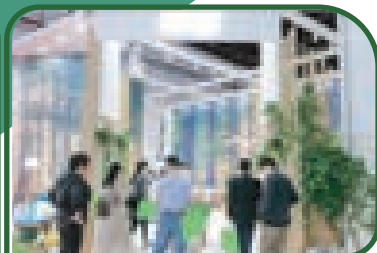
倾力打造全国竹产业第一展，展会历经五年的发展与创新，通过专业化、市场化、国际化、品牌化运作，已发展成为全国最具规模和影响力的国际竹产业品牌展，会在政策扶持、技术支撑以及产业链培育上，为业内企业搭建一站式产业链采购平台，助力行业在疫情防控常态化的形势下抢占市场先机，推动竹产业逐步形成以国内大循环为主体、国内国际双循环相互促进。展会现场展示的前沿技术和产品横跨竹建筑、竹建材、竹浆纸、竹家具、竹炭、竹工艺品、竹纤维、竹食品、竹机械等领域，吸引全社会高度关注，行业加强交流、荟萃精英、开放共享、跨界合作的国内唯一以竹产业“科-工-贸”交流平台，推动竹产业的可持续发展，拓展国际、国内市场！



Exhibition Profile

To provide comprehensive solutions for bamboo industry", October 8-10, The Fifth China (Shanghai) International Bamboo Industry Expo 2021 (cbie2021) consists of China forestry society, international bamboo and rattan center, international bamboo and rattan organization, bamboo branch of China forestry society, bamboo craft special committee of China Arts and Crafts Association, bamboo and wood enterprise development branch of China Forestry Industry Association, bamboo and wood reconstituted timber and products branch of China Forestry Industry Association, and bamboo and rattan resources of China Forestry Association It was held in Shanghai New International Expo Center (No. 2345 Longyang Road, Shanghai) by the branch, the forestry and grass intelligent technology and robot branch of China forestry society, Zhejiang Bamboo Industry Association, and Huanyu Exhibition (Shanghai) Co., Ltd. under the theme of "Millennium ingenuity, gathering bamboo peers", and focusing on the development trend of bamboo industry in the future, the innovation and research of bamboo industry were promoted We have always realized the transformation and upgrading of enterprises and gathered many high-quality suppliers.

After five years of development and innovation, the exhibition has promoted the bamboo industry to gradually form a large domestic cycle and promote the mutual promotion of domestic and international double cycles through the operation of specialization, marketization, internationalization and branding. The cutting-edge technologies and products displayed at the exhibition span the fields of bamboo construction, bamboo building materials, bamboo pulp paper, bamboo furniture, bamboo charcoal, bamboo crafts, bamboo fiber, bamboo food, bamboo machinery and other fields, attracting high attention from the whole society. The only domestic "science industry trade" exchange platform for bamboo industry to promote the sustainable development of bamboo industry is to strengthen exchanges, gather elites, open sharing and cross-border cooperation Exhibition, expand the international and domestic market! exchange platform for bamboo industry to promote the sustainable development of bamboo industry is to strengthen exchanges, gather elites, open sharing and cross-border cooperation Exhibition, expand the international and domestic market!!



展商数目

No. of Exhibition

300+

观众数目

No. of Visitors

30,000+

展览及活动面积

Exhibition and activity area

15,000+

同期活动及论坛

Concurrent events and forums

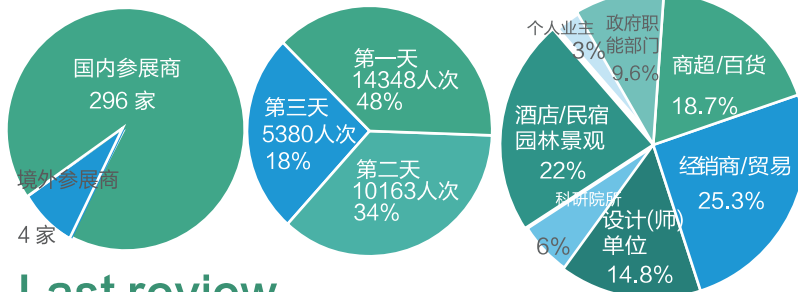
20+



上届回顾

2020第四届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、浙江永裕、泰盛、九川竹木、味家集团、浙江庄禾、利民药业、瑞竹、竹境、佶竹、亚斐、笄炭、耕盛堂、三箭、天竹、东荣、登冠、利箭、浩丰、俩竹依、望湘、安迪、竹咏、悠然、善竹工坊、大为、鸿叶、东方名竹、竹韵、天和、圣氏、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。旅居的顶级技术及国内应用状况与发展前景等目前行业发展的关键问题。国内外众多采购商参与了本次行业盛宴，引来很多高端用户的洽谈，让本届展会成为业界的标杆聚会！

观众方面，为期3天的展会共吸引了29891人次的专业观众，其中国内观众人数为29795人次，国外观众人数为96人次。同期举办“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”、“后疫情时代竹业企业如何突围？商业投资篇”、“十三五”国家重点研发计划林业资源培育及高效利用技术创新重点专项竹子成果推、各地方政府推介会等，全球知名行业专家、咨询机构、企业及采购商代表畅所欲言，集聚优势，形成趋势&产品&技术多维度深，吸引了数百家媒体报道盛况。



Last review

The 4th Shanghai International Bamboo Expo in 2020, as a barometer of the Asian green bamboo industry with a total area of 15,000 square meters, has undoubtedly had a positive impact on the industry once again. More than 300 excellent brands of bamboo industry at home and abroad were gathered to participate in the exhibition. Such as yibin paper, zhejiang yongyu, tightsen, nine sichuan bamboo, pharmaceutical group, zhejiang ZhuangHe, polity, red bamboo, bamboo, bamboo Ji, Fiji, sheng charcoal, bamboo plow ShengTang, three arrows, day, east glory, crown, sharp arrows, HaoFeng, both numerous depends on, xiang, Andy bamboo, bamboo chant, laid back, good mate, greatly, hong leaf, east of bamboo, bamboo, and, Santa's, pavilion in youxi county, town and other high-end brands all over the country, and fully demonstrates the new technology of green bamboo industry, as the industry benchmark party.

In terms of visitors, the three-day exhibition attracted 29,891 professional visitors, including 29,795 domestic visitors and 96 foreign visitors. At the same time, the bamboo industry high-end forum and symposium were held, "the 4th Shanghai International Bamboo Industry Development Symposium 2020",





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

参展商尊享服务

Exhibitor Services _____

全面周到的展商服务

展台搭建服务商推荐

展馆会议室租赁

展品运输商推荐

《参展商服务指南》

便捷的在线服务

各类参展览展资料下载

定制客户电子邀请函

展前预览刊登展品信息

商贸配对现场会谈

有效的宣传服务

广告赞助服务

会刊宣传

媒体宣传报道

展商活动宣传推广

便利的商旅服务

签证服务 (提供邀请函) 协议酒店优惠预订

高效的新媒体服务

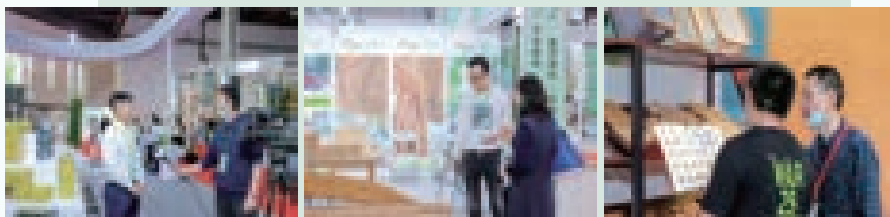
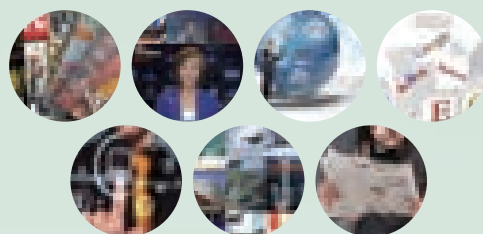
40,000微信粉丝互动 行业新闻论坛播报

02 行业趋势、展会动态、展商新品播报

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、百货园林景观、景区、室内装饰、装修设计、贸易等领域行业媒体；
- 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：**●各省市招商推介会**

●2021第五届中国(上海)竹产业发展学术研讨会：搭建以民宿产业可持续发展的核心对接、产业规划、多方投资、环保建设、智慧运营、创新聚合的服务平台。

●后疫情时代竹业企业如何突围？商业投资篇：主办方携手多家协会，后疫情时代竹业企业如何突围？商业投资篇，论坛将邀请国内外顶级专家，向业界传递国际、国内最新信息，介绍发展趋势、超前理念、先进技术，推广新材料、新工艺和新装备。

●参展企业产品发布及技术交流会：在展会现场为参展企业搭建技术与宣传平台，借助展会业内人士集聚优势，形成展览与技术交流的深层互动；

●中国上海国际竹产业优质产品评选：全国竹产业优质产品评选邀业内专家、学者、媒体以及咨询机构，组成独立的评审团，结合全国和地区的竹产业市场发展趋势，从竹供应产品的绿色、生态、创意、舒适、环保五大维度出发，评选出一批年度最具创新性的优质竹产品。每年获奖的竹产业产品在市场上都得到了业界的追捧。



2021第五届中国(上海)竹产业发展学术研讨会

The 5th China (Shanghai) Bamboo Industry Development Seminar in 2021



各地方政府招商推介会

Local governments invite and promote meetings

“十三五”国家重点研发
计划林业资源培育及高效
利用技术创新重点专项竹
子成果推介会

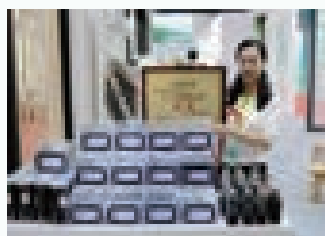


参展企业产品发布 及技术交流会

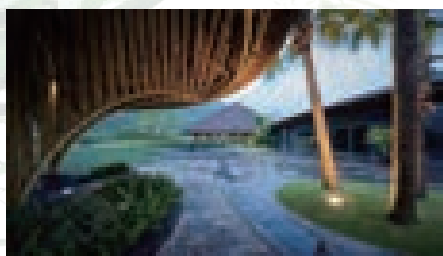
Seminar on New Technology
Application of BNB
Industry Products

中国竹产业优质产品评选

Chinese bamboo industry quality products selection

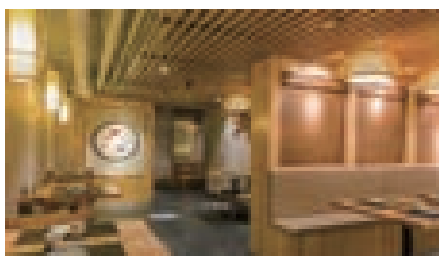


展品范围 Scope of exhibits



竹结构

竹别墅、竹屋、竹缠绕复合材料、竹缠绕房屋、竹缠绕车厢、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

景观竹地板、重竹地板、拼花地板、普竹地板、户外地板、竹木重组材、竹木复合地板、地热地板、竹地毯；



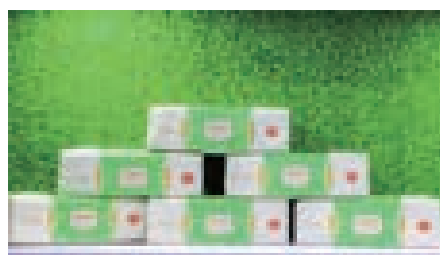
竹日用品

竹凉席、竹婴童用品、竹包装、竹枕、竹厨具、竹餐具、竹茶具、竹文具、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；



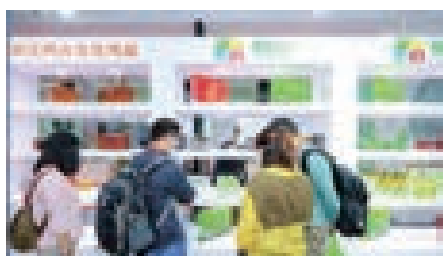
竹纤维制品

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；



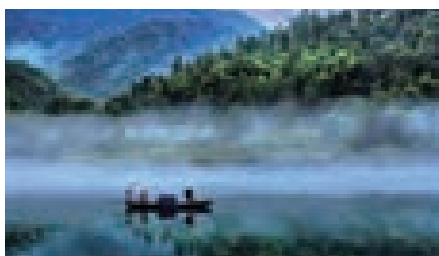
竹家具

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；



伐竹机、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
品牌区 Brand zone	13800元 (9m ²) RMB 13,800 (9m ²)	1400元/m ² RMB 1,400/m ²

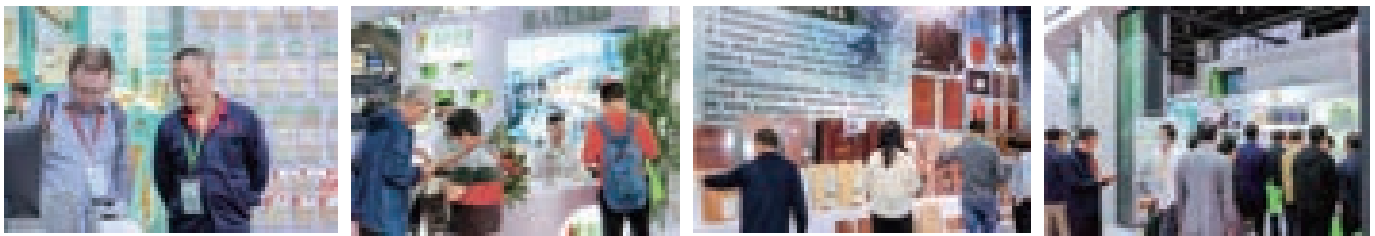
备注: 1. 双开口展位加收10%;
2. 标准展位3m×3m; 配置: 围板、楣板、地毯、一桌两椅、射灯及电源插座;
3. 光地36m²起租, 无展具配置。

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 36m² 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
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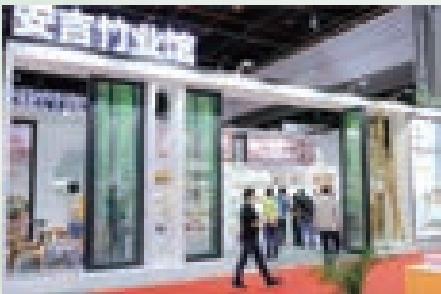
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