

第 23 届华交会总结分析报告

Final Report of the 23rd East China Fair (2013 Shanghai)

一、 概况 Briefing

第 23 届中国华东进出口商品交易会于 2013 年 3 月 1 日至 5 日在上海新国际博览中心举行。本届华交会展览规模为 11.5 万平方米。设服装、家用纺织品、装饰礼品和日用消费品（下设家居用品专区、电子消费品专区和其他日用消费品专区）四大展区，标准展位 5880 个，参展企业 3607 家。在 5 天的展期中，到会客商共计 40000 多人，其中境外客商 20016 人，境内客商 20000 多人。成交金额 28.14 亿美元，比上届下降 9.87%。

The 23rd East China Fair (2013 Shanghai) was held in Shanghai New International Expo Center from March 1st to 5th 2013. The exhibition halls were separated into four parts as Garments, Home Textiles, Art Deco Gifts, Consumer Goods (including Home Products Sector, Electronic Consumer Goods Sector, and Other Consumer Goods Sector), covering an area of 115,000 square meters and having 3,607 exhibitors with 5,880 standard booths in the fair. It received more than 40,000 visitors in all, among which 20,000 from domestic and 20,016 from overseas. Within the 5 show days, the total amount of trade deals was US \$ 2,814 millions, decreased 9.87% than the previous year.

二、 到会客商分析 Visitors Analysis

(一) 到会境内客商分析 Domestic Visitors Analysis

本届华交会吸引了 20000 多名国内专业客商。（具体分析稍后附上）

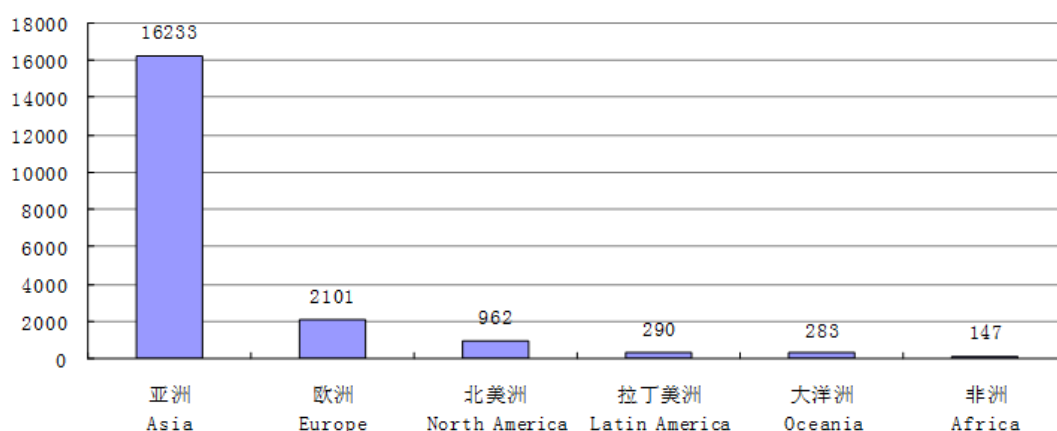
The 23rd ECF attracted over 20,000 domestic visitors. (Data in processing)

(二) 到会境外客商分析 Overseas Visitors Analysis

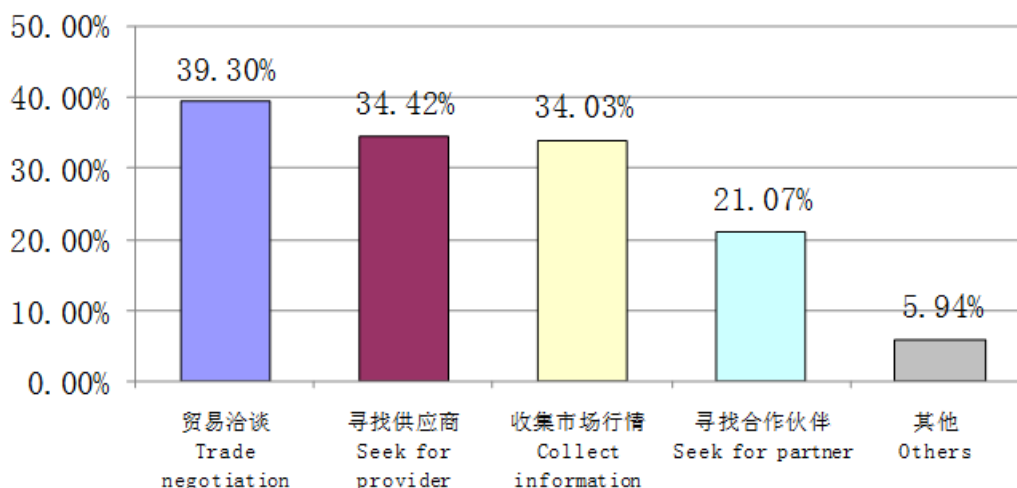
本届华交会吸引了来自全世界 115 个国家和地区的 20016 名境外客商到会洽谈。境外客商数比上届下降 5.25%。境外新客商 5623 人，占境外客商总数的 28.09%。境外客商中，亚洲到会客商高居首位，为 16233 人，欧洲到会客商 2101 人，北美洲到会客商 962 人。

The 23rd ECF attracted 20,016 overseas visitors from 115 countries and regions. The number of overseas visitors is 5.25% lower than last year. And 5,623 overseas visitors are new and accounts for 28.09% of all the overseas visitors. As statistics, 16,233 Asian overseas visitors came to the fair, which was the largest group. The next one was 2,101 from Europe and 962 from North America.

图一、到会境外客商数量分析
Analysis of the Amount of Overseas Visitors



图二、到会境外客商与会目的的分析 *
Analysis of the Purpose of Participating the Fair*



(* 以进行选择的 11300 位客商数据为基础，部分客商有多重与会目的)
(* Based on 11,300 visitors' choices. Some visitors had multiple purposes)

表一、到会境外客商经营范围分析*
Analysis of the Business Scope of the Overseas Visitors

展 区 Exhibition Areas	展 品 Exhibits	百分比 (%)
服装 Fashion/Garments	男装 Men's Clothing	20.05
	女装 Women's Clothing	18.90
	童装 Children's Clothing	7.98
	内衣 Underwear	5.30
	运动休闲 Sports & Casual Clothing	8.63
	裘革皮羽绒 Leather, Fur & Feather	4.13
	服装饰物与配件 Garment Accessories	9.91
	其它 Others	4.98
	家用纺织品 Home Textiles	床上用品 Bedding Products
居室用纺织品 Home Textiles		14.38
卫浴用纺织品 Bathroom Textiles		6.07
餐厨用纺织品 Kitchen Textiles		8.63
窗帘布艺 Curtain Products		5.50
面料 Fabric		10.26
辅料 Textile Accessories		7.44
纱线 Yarn		3.41
其它 Others		3.90
日用消费品 Consumer Goods	家居用品 Home Products	40.70
	电子消费品 Consumer Electronics	9.25
	其他日用消费品 Other Consumer Goods	16.37
装饰礼品 Art Deco Gifts	工艺品 Crafts	13.14
	饰品 Fashion Accessories	10.38
	礼品及赠品 Gifts & Premiums	10.39
	节日用品 Holiday Gifts	5.60
	园林用品 Gardening Equipment & Supplies	4.69
	宠物用品 Pet Supplies	3.06
	其它 Others	3.58

(* 以进行选择的 11300 位客商数据为基础，部分客商有多重与会目的)
(* Based on 11,300 visitors' choices. Some visitors had multiple purposes)

三、 参展商分析 Exhibitor Analysis

本届华交会设置标准展位 5880 个, 参展企业 3607 家。参展商由 9 个主办省市交易团、3 个组团城市交易团、联合交易团和境外交易团等 14 个交易团组成。关于所有参加本届华交会的展商名单, 2013 年 5 月中旬可于华交会网站 www.ecf.gov.cn 查阅。您现在也可以通过智能手机搜索“ECF”或者“华交会”下载 app 应用软件。

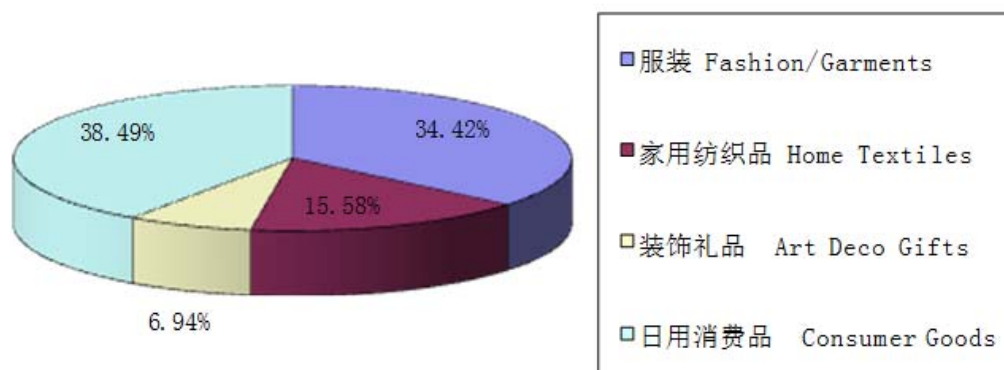
There were 5,880 standard booths in this ECF with 3,607 exhibitors. The exhibitors were organized by 12 trade groups from Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen and Qingdao, United Trade Group and Overseas Trade Group. The name list of all exhibitors of the 23rd East China Fair will be issued on the website of ECF: www.ecf.gov.cn/en in the middle of May, 2013. You may also download app application through your mobile phone by searching “ECF”.

(一) 境内参展商分析 Analysis of Domestic Exhibitors

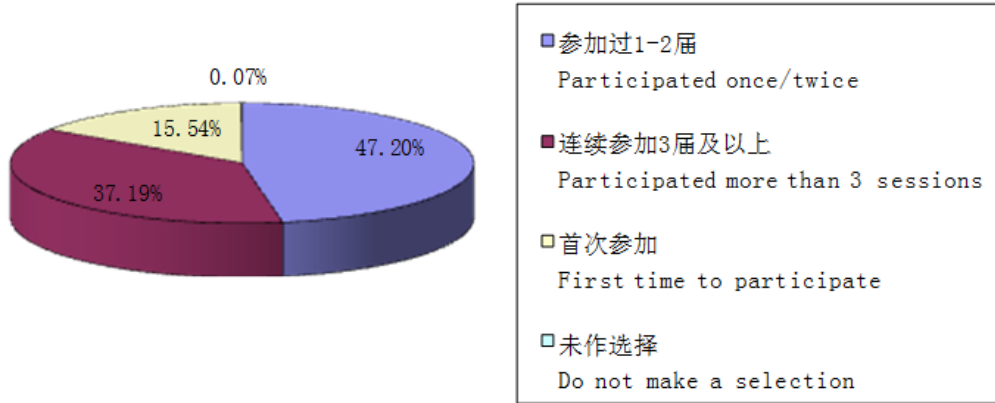
本届华交会境内参展企业 3449 家。除 9 个主办省市交易团和 3 个组团城市交易团外, 联合交易团的成员来自除中国华东地区以外的全国 17 个省市自治区和 5 个城市。

There were 3,449 domestic exhibitors came from 12 provinces and cities in the area of East China, 22 provinces and cities in the rest area of China.

图三、境内参展商展品所占展览面积分析
Analysis of the Show Space of Domestic Exhibitors

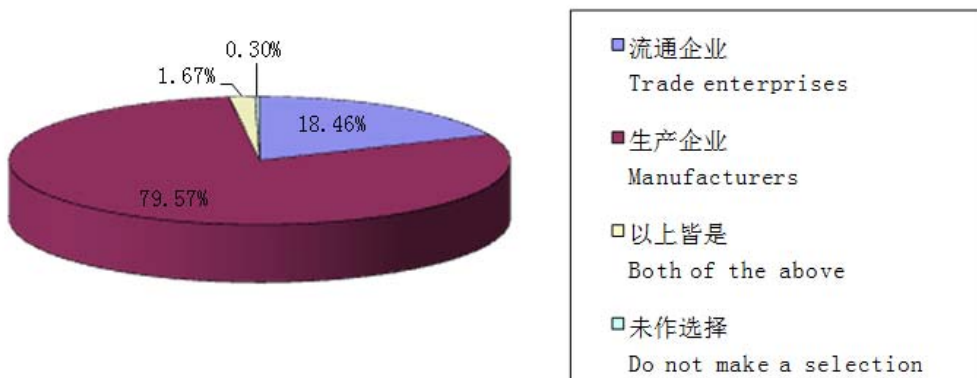


图四、境内参展商重复参展率分析*
Analysis of Repeating Exhibitors



(* 以进行选择的 2697 家参展商数据为基)
 (* Based on 2,697 domestic exhibitors' choices.)

图五、境内参展商社会属性分析*
Business Nature of Domestic Exhibitors



(* 以进行选择的 2697 家参展商数据为基)
 (* Based on 2,697 domestic exhibitors' choices.)

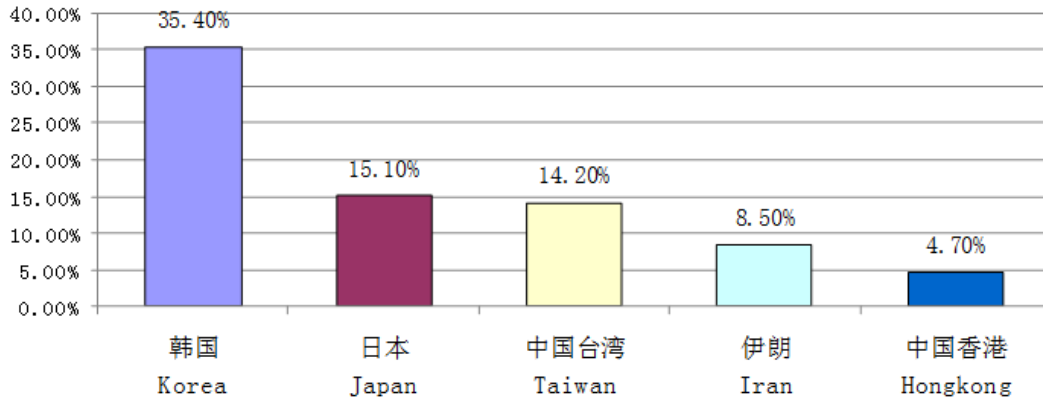
(二) 境外参展商分析 Analysis of Overseas Exhibitors

境外交易团展览面积近 6000 平方米，吸引了来自日本、韩国、荷兰、澳大利亚、伊朗、马来西亚、柬埔寨、斯里兰卡、瑞士、法国、泰国、尼泊尔、哥伦比亚、中国香港和中国台湾等 15 个国家和地区的 158 家参展企业。其中，韩国贸易协会 KITA 所组织的首尔总部、忠清北道、大邱庆北、全罗北道，以及忠清南道、大田广域市及几所韩国知名大学等，日本贸易振兴机构组织的大阪府、福岛县、静冈县、长野县、爱知县、石川县、岐阜县、富山县、德岛县、香川县、福冈县、冲绳县、北九州、鹿儿岛等政府机关，日本的新泻县政府、群馬县政府、埼玉县政府等，伊朗企业，以及台湾礼品公会等，都以组团的形式参展，数量占境外参展商的 50% 以上。

There were near 6,000 square meters for overseas pavilion with 158 overseas exhibitors came from 15 countries and regions, such as Japan, South Korea, Netherlands, Australia, Iran, Malaysia, Cambodia, Sri Lanka, Switzerland, France, Thailand, Nepal, Colombia, Hong Kong and Taiwan. Many overseas local governments or associations have organized exhibitors to participate in ECF 2013, such as Korean local governments of Chungnam, Daejeon, KITA Group includes local governments of Seoul, Chungbuk, Daejeon, Jeonbuk, and several famous Korean universities; Japanese local governments of Niigata, Gunma, Saitama, JETRO Group includes local governments of Osaka, Fukushima, Shizuoka, Nagano, Aichi, Ishikawa, Gifu, Toyama, Tokushima, Kagawa, Fukuoka, Okinawa, Kitakyushu, Kagoshima; Iranian Groups and Taiwan Gift & Houseware Exporters Association. The number of exhibitors participating as groups accounts for over 50% of all the overseas exhibitors.

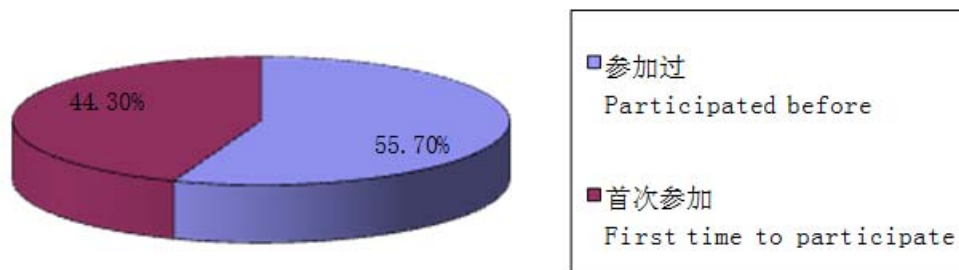
图六、境外参展商国别地区分布（前五位）

Analysis of the Overseas Exhibitors (by country and region, top 5)



图七、境外参展商重复参展率分析*

Analysis of Repeating Exhibitors



(* 以进行选择的 115 家参展商数据为基础)

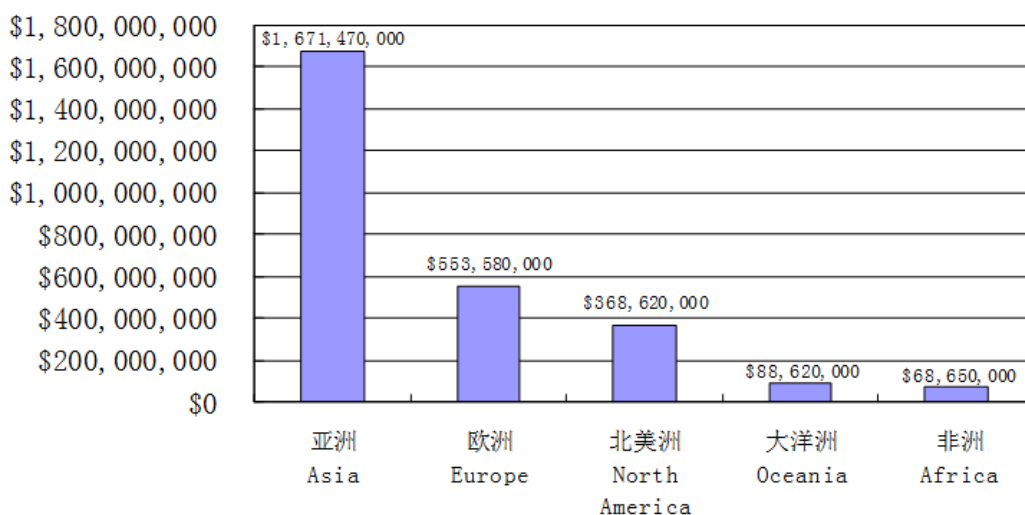
(* Based on 115 overseas exhibitors' choices.)

四、 交易情况分析 Transaction Analysis

本届华交会的会期五天，总成交额 28.14 亿美元，比上届下降 9.87%。其中纺织服装类成交 131,338 万美元，比上届下降 15.68%；轻工工艺类成交 138,270 万美元，比上届增长 1.39%；其他类商品成交 11,811 万美元，比上届下降 41.21%。

The 23rd ECF lasted 5 days. The amount of trade deals reached US \$ 2,814 million, 9.87% lower than last year. Among which, the transaction on textile and garment reached US \$ 1,313.38 million, decreased by 15.68%; the transaction on art gifts and consumer goods reached US \$ 1,382.70 million, increased by 1.39%; the transaction on other goods reached US \$ 118.11 million, decreased by 41.21%.

图八、各主要地区市场成交情况分析
Analysis of the Amount of Trade Deals of Various Area Market



五、 热忱欢迎参与 2014 年第 24 届华交会

Welcome to the 24th East China Fair

第 24 届中国华东进出口商品交易会将于 2014 年 3 月 1 日-5 日在上海新国际博览中心举行。第 24 届华交会将进一步提升其国际化、专业化、市场化程度；在展商登记和客商邀请方面，也将提供更为方便、快捷的措施。目前招展与观众组织工作已经开始，热忱欢迎境内外企业 and 专业人士与我们保持联系，及早落实参展与参观事宜。

The 24th East China Fair will be opened in Shanghai New International Expo Centre (2345 Longyang Rd. Shanghai China) in March, 2014. The organizing committee is committed in making the Fair more international, professional and market-oriented. The more convenience and prompter services for the visitors and exhibitors will be provided. The exhibition preparation and visitor promotion has already started. *Welcome to join us!*

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