

East China Fair
中國華東進出口商品交易會

第29届华交会总结分析报告

Final Report of the 29th East China Fair
(2019 Shanghai)

www.ecf.org.cn



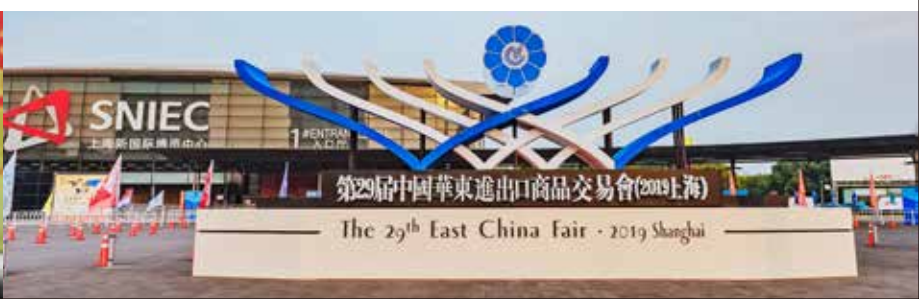
展会概述 About the 29th ECF

第29届中国华东进出口商品交易会于2019年3月1日至4日在上海新国际博览中心举行。本届华交会展览面积达到12.65万平方米,设服装服饰展、纺织面料展、家庭用品展、装饰礼品展和现代生活方式展(下设进口商品展区和跨境电商展区)五大专业主题展,展位数共计5868个,汇聚了4000多家参展企业;吸引了37165名境内外采购商前来参观采购。另外,本届华交会在为期4天的展期里,共累计成交23.06亿美元。

与此同时,华交会“展”“会”结合,华东进出口贸易论坛、“展会+互联网”助力中国外贸走向全球、跨境电商高峰论坛、买家对接会和创新奖颁奖典礼等活动更趋专业化、国际化,现场人气爆棚,反响热烈。

The 29th East China Fair (2019 Shanghai) was held in Shanghai New International Expo Center from March 1st to 4th 2019. The exhibition halls were separated into five themes as Garments, Textiles, Home Products, Gifts and Modern Lifestyle (including Overseas Products and Cross-border E-commerce), covering an area of 126,500 square meters and having over 4,000 exhibitors with 5,868 standard booths in the fair. It attracted more than 37,165 buyers in total. In addition, during the 4-day exhibition, the total amount of trade deals was \$2,306 millions, decreased 0.6% than the previous year.

At the same time, the 29th East China Fair combined with "exhibition" and "meeting", such as the Import and Export Forum of ECF, "Trade Fair+Digital Marketing" Summit, the Cross-border E-commerce Summit, Business Matching and Innovation Awards Ceremony.



本届华交会与会采购商共计37165人，其中境外采购商22757人，境内采购商14408人。本届华交会海外采购商的数量仍然持续上升，创近5年的新高，海外采购商来自全世界111个国家和地区。纵观海外采购商的来源地，亚洲到会采购商高居首位，为18261人，欧洲到会采购商2404人，北美洲到会采购商1459人。

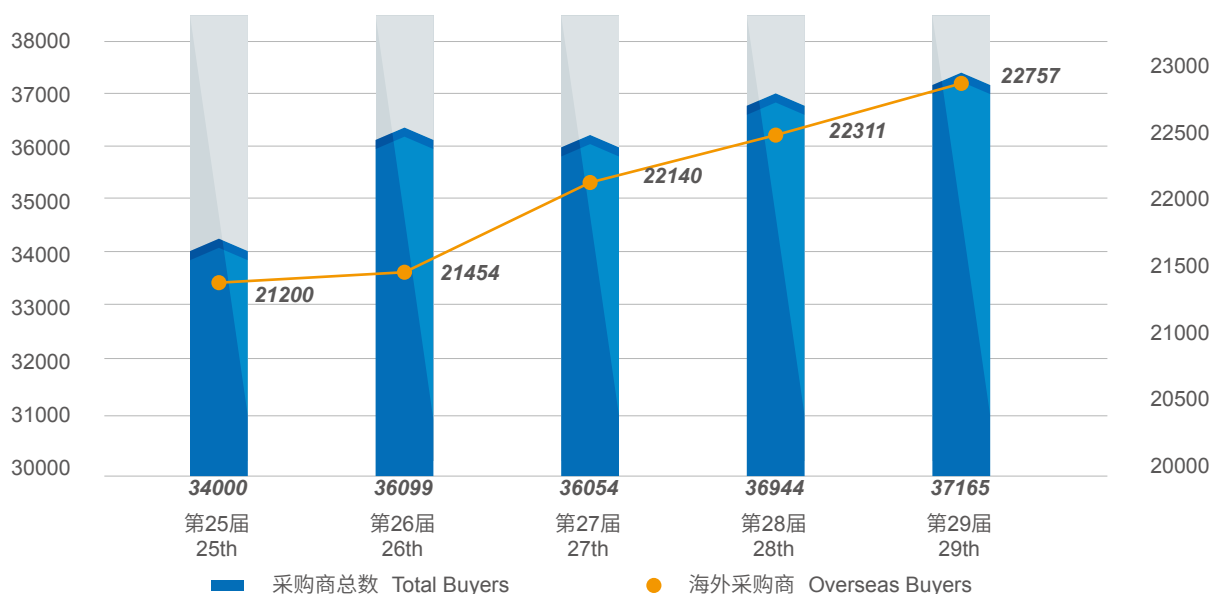
The 29th East China Fair attracted a total of 37,165 buyers, among them, overseas buyers of 22,757 and domestic buyers of 14,408. The number of overseas buyers has continuously increased to a new high in the past five years. Overseas buyers are from 111 countries and regions around the world. Overview the source of the overseas buyers, 18,261 Asian overseas buyers attended the fair, which was the largest group. The next one was 2,404 from Europe and 1,459 from North America.

采购商分析 Buyer Analysis



1. 采购商总数及海外采购商5年数量趋势

The Number of All Buyers and Overseas Buyers in the Last Five Years

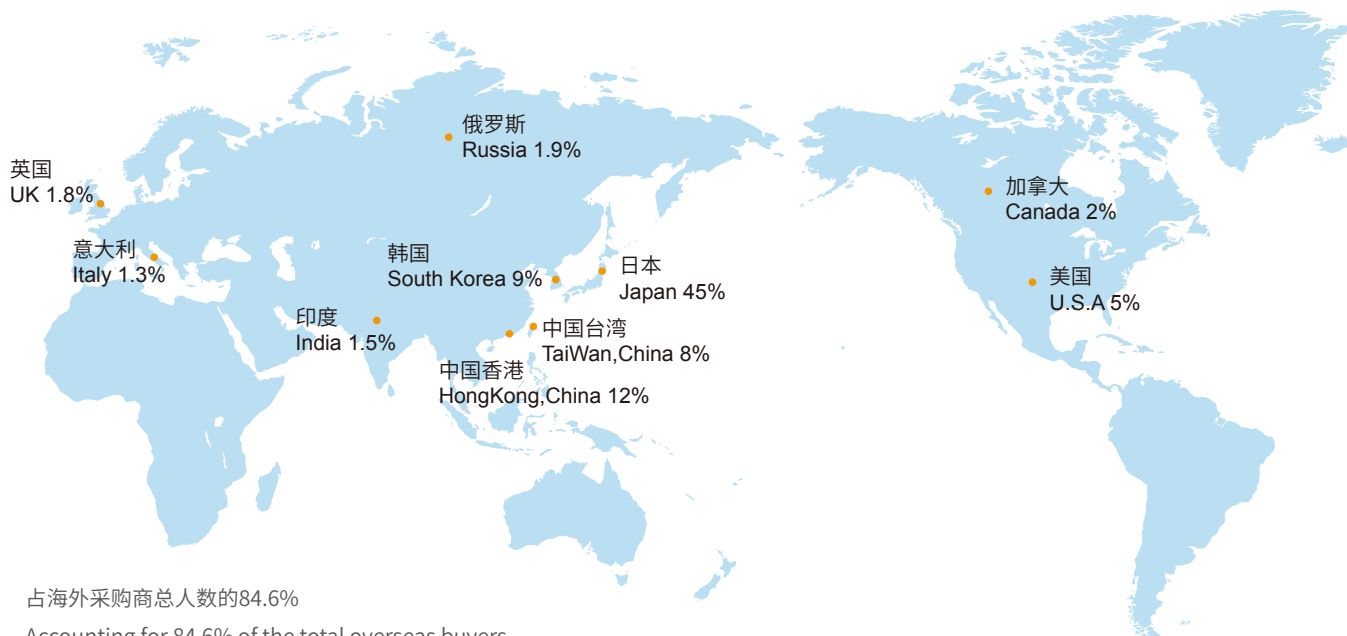


2015-2019年采购商总数和海外采购商数量趋势
2015-2019 Total Buyers&Overseas Buyers Amount Contrast Figure

采购商分析 | Buyer Analysis

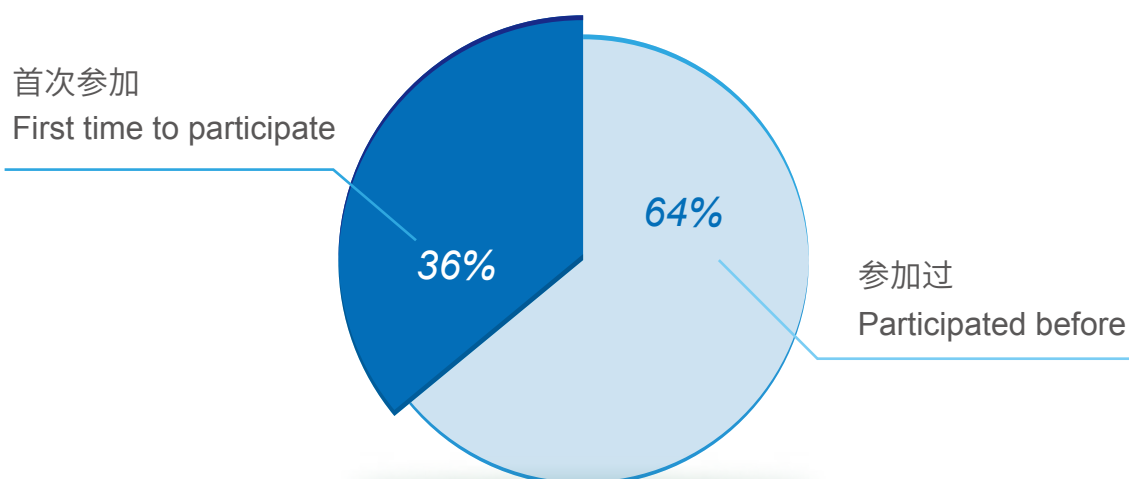
2. 海外采购商来源国家和地区的分布

Top 10 Countries & Regions of the Overseas Buyers



3. 采购商重复参加率

Buyers' Repeated Participation Rate

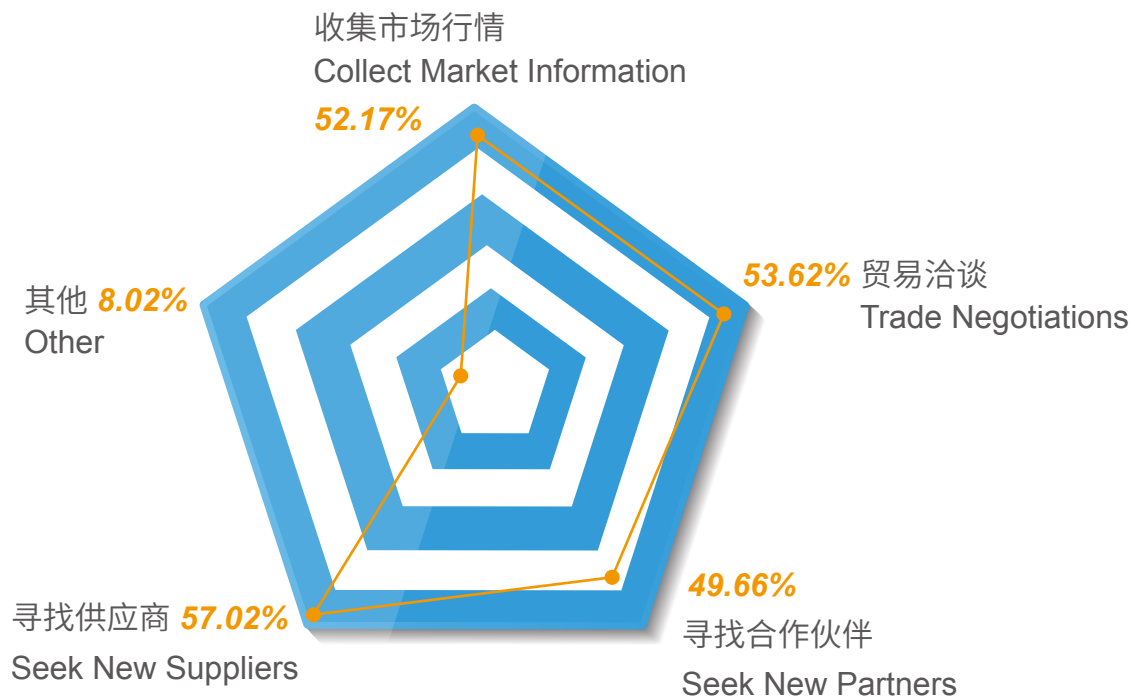


*注：以进行选择20876份采购商数据为基础

* Tip: Based on 20,876 buyers' choices.

4. 采购商与会目的分析

Buyers' Purpose



*注:以进行选择的20876位采购商数据为基础,部分采购商有多重与会目的

* Tip: Based on 20,876 buyers' choices. Some buyers had multiple purposes.



本届华交会展览总规模为12.65万平方米,较第28届增加了展览面积2900平方米,展位总数共计5868个,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个交易团共同组织了4000多家企业参展,其中境外参展企业452家;境内参展企业大多是生产型企业,所关注的市场领域主要是日本和韩国;总的来说,展商的参展重复率很高,之前参加过华交会的境内展商占境内总展商的80.18%,境外展商占境外总展商的62.5%。就满意度而言,展商对采购商的组织、展会的布局以及展会服务整体都很满意。



There were 126,500 square meters in this ECF with 5,868 standard booths. And the exhibition area has increased by 2,900 square meters from the last. More than 4,000 exhibitors, including 452 overseas exhibitors, were organized by 14 trade groups from Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen, Qingdao, United Trade Group and Overseas Trade Group. Most of the domestic exhibitors are production enterprises. The market areas which they concern are mainly Japan and South Korea. Overall, the ECF has a high rate of exhibitor's repeated participation, the domestic exhibitors who have participated before accounted for 80.18% of the total domestic exhibitors, the overseas exhibitors who have participated previously accounted for 62.5% of the total overseas exhibitors. In terms of satisfaction, exhibitors are satisfied with the buyers organization, exhibition layout and exhibition service.

展商分析

Exhibitor Analysis



第29届华交会的展商名单可在华交会官网 (www.ecf.org.cn) —“采购商”栏目—“参展商和展品”查阅
The exhibitors list of the 29th ECF can be searched on the website: www.ecf.org.cn/en.

1. 展品范围

Exhibits Category



服装服饰展
Garments

时尚成衣
Clothing

服装面料及配件
Garment
accessories

纺织面料展
Textiles

家用纺织品成品
Home textiles
纺织原料辅料
Textile accessories

家庭用品展
Home Products

餐厨卫浴
Tableware,
kitchenware and
bathroom products
日用消费品
Consumer goods
家电电子
Home appliances
and electronic

装饰礼品展
Gifts

文体及旅游休闲用品
Sports, tourism and
leisure products
家居装饰品及礼品
Home decors and
gifts

现代生活方式展
Modern Lifestyle

境外展品
Overseas Products
一般家庭用品
Household goods

餐厨卫浴用品
Table, kitchen and
bathroom ware

个人洗护化妆品
Personal care products
and cosmetics

家具家电及装饰品
Furniture, household
appliances and decorations

时尚用品及电子产品
Fashion and electronic
products

鞋帽、箱包
Shoes, hats, Luggage
and bags

文体及户外用品
Stationery sports and
outdoor products

服装成衣及配件
Clothing and accessories

纺织品及面料辅料
Textile and accessories

食品、饮品及农产品
Food, beverage and
agricultural products

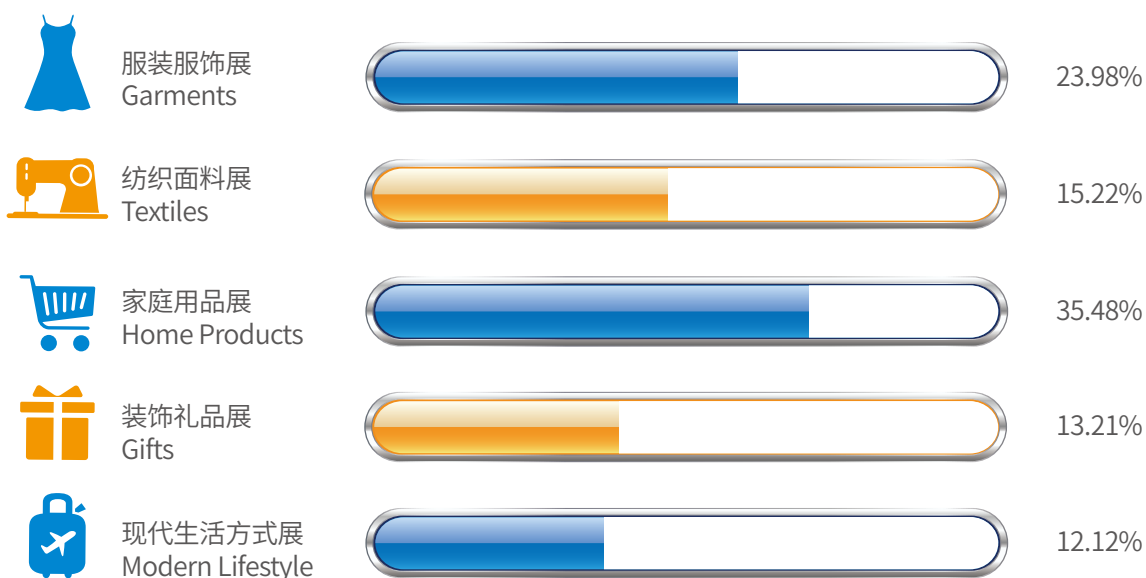
跨境电商
Cross-border E-commerce



展商分析 | Exhibitor Analysis

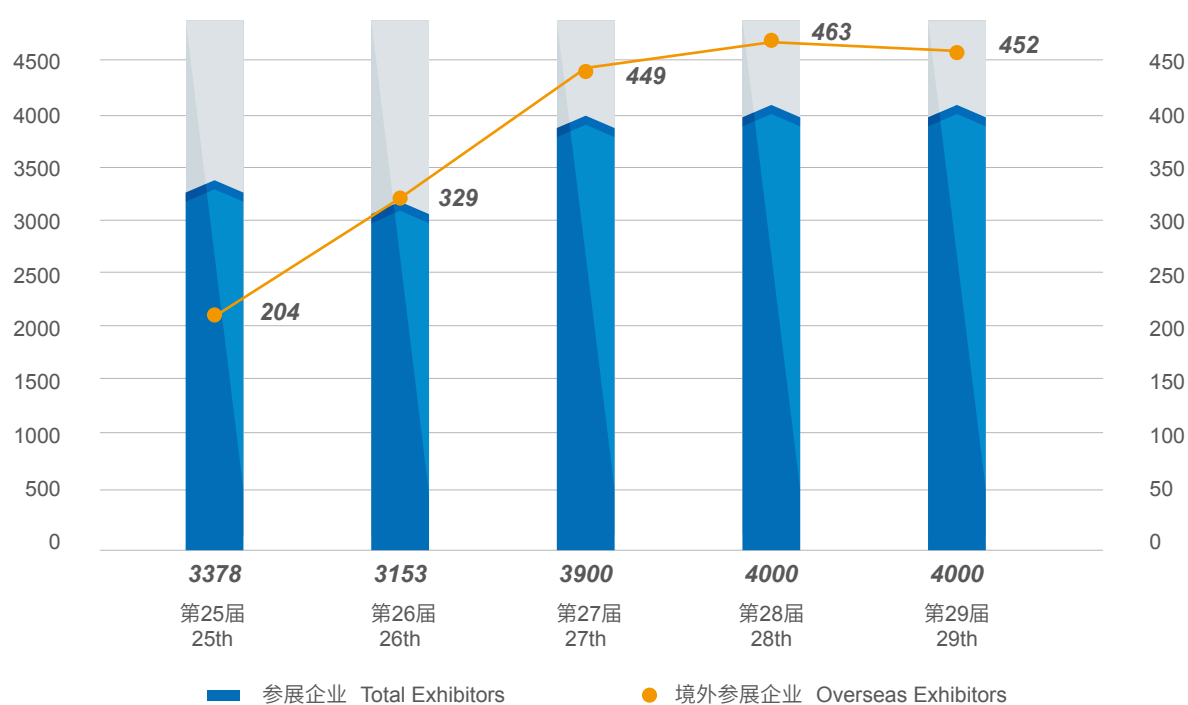
2. 展品类别比例

Category Distribution



3. 所有展商和境外展商5年数量趋势

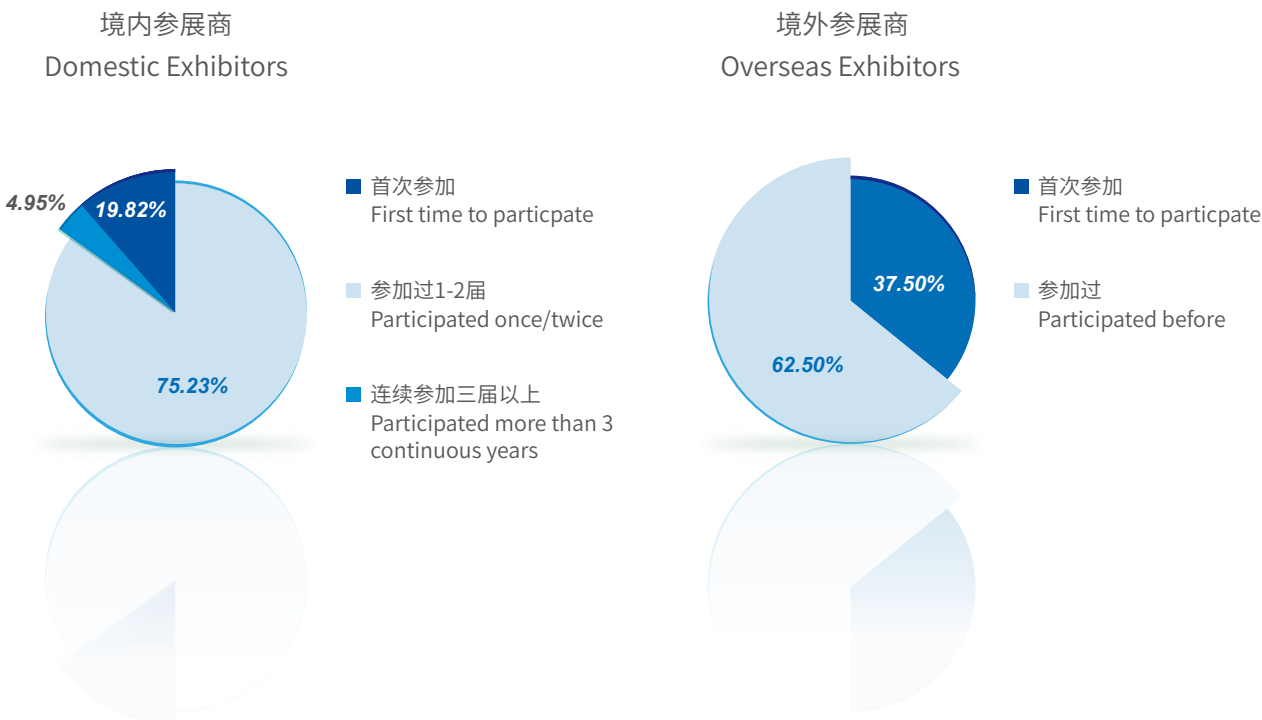
The Number of All Exhibitors and Overseas Exhibitors in the Last Five Years



2015-2019年参展企业总数和海外参展企业数量趋势
2015-2019 Total Exhibitors&Overseas Exhibitors Amount Contrast Figure

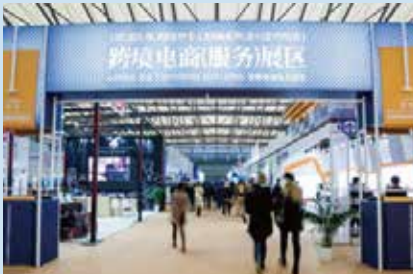
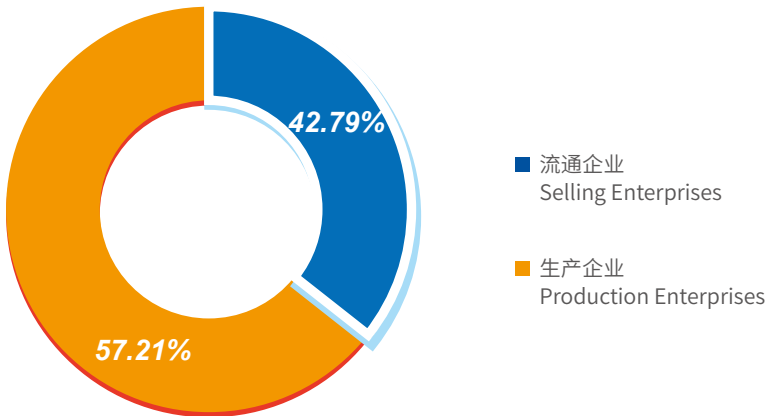
4. 展商重复参展率

Exhibitor's Repeated Participation Rate



5. 参展企业的社会属性

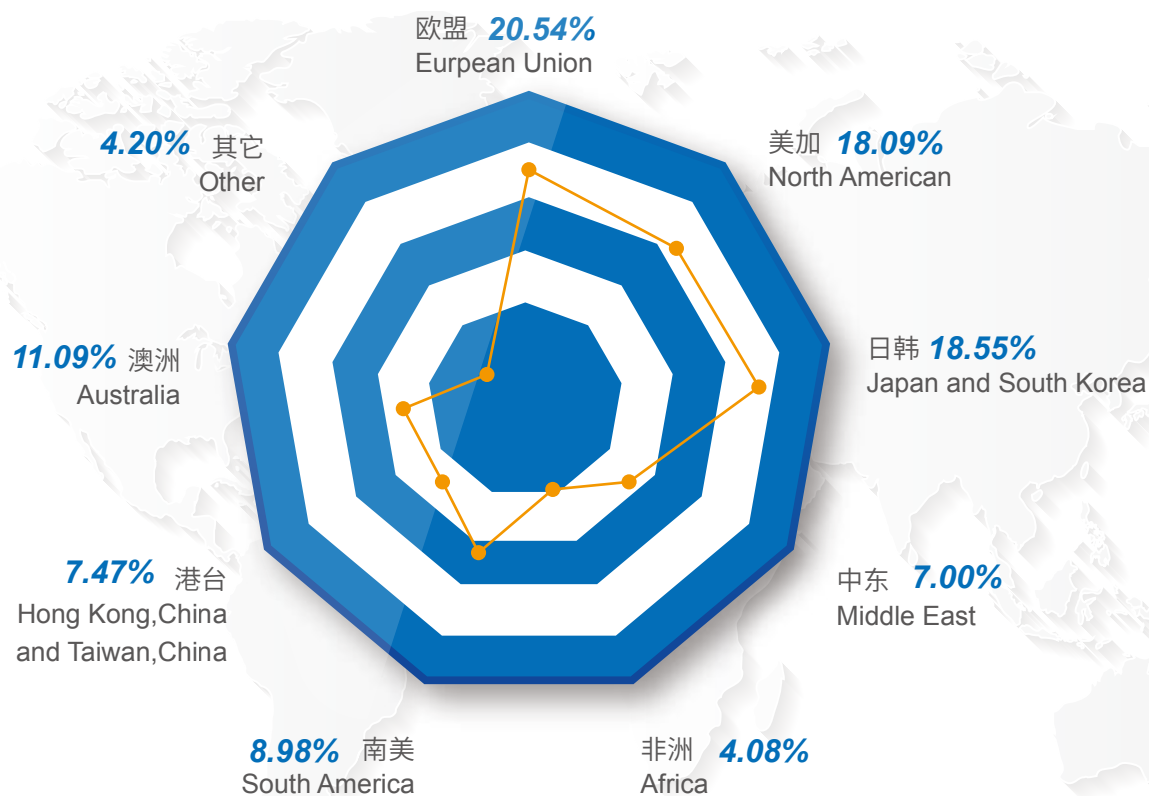
Business Nature of Exhibitors



展商分析 | Exhibitor Analysis

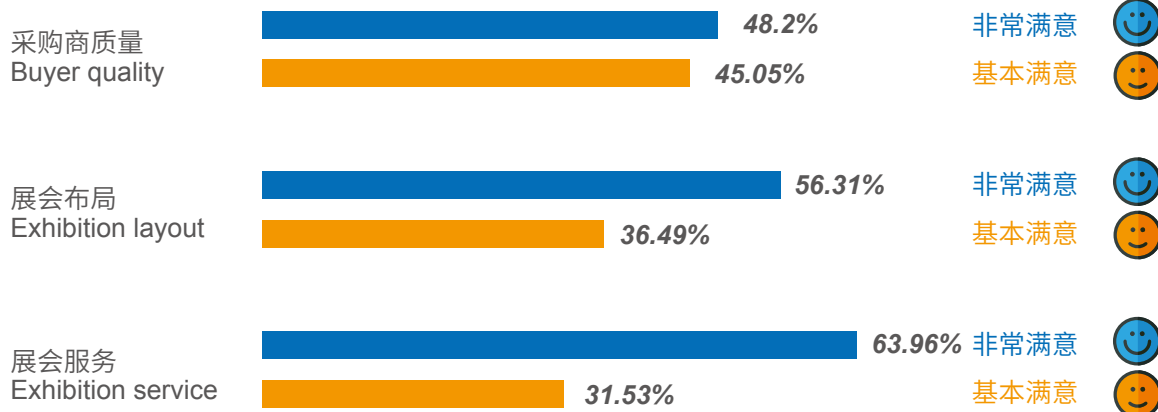
6. 展商关注的焦点市场领域

The Market Which Exhibitors Focus In



7. 展商满意度

Service Satisfaction





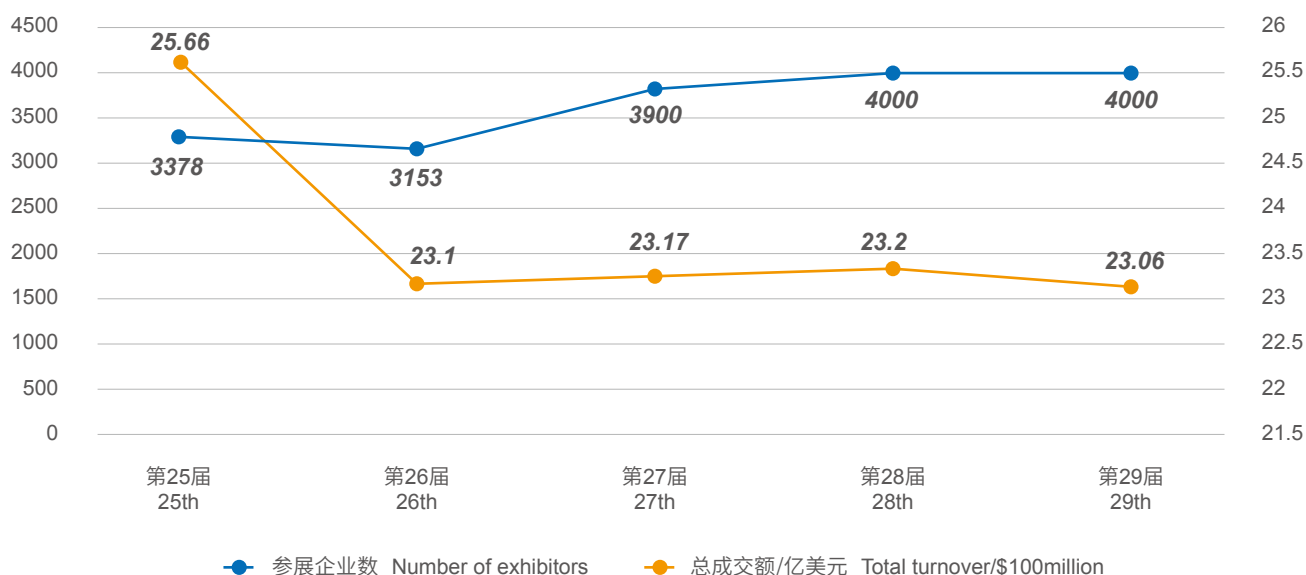
成交统计 Transaction Analysis

本届华交会四天展期累计总成交额230634万美元, 比上届同比下降0.6%; 其中, 纺织服装类成交103078万美元, 比上届下降5.88%; 轻工工艺类成交120140万美元, 比上届同比上升16.79%; 其他商品类成交7416万美元, 比上届同比下降62.26%。在14个交易团中, 浙江交易团出口成交额最大, 占大会总成交额的17.68%; 另外, 成交额最大的出口国家是日本, 为89734万美元。

In the 29th ECF, the total amount of trade deals reached \$ 2306.34 million, 0.6% lower than last year. Among which, the turnover on textile and garment reached \$ 1,030.78 million, decreased by 5.88%; the turnover on art gifts and consumer goods reached \$ 1,201.40 million, increased by 16.79%; the turnover on other goods reached \$ 74.16 million, decreased by 62.26%. In the 14 trading groups, Zhejiang Trading Group has the largest export volume, accounting for 17.68% of the total volume. Furthermore, the target exporting country with the largest turnover is Japan, which is \$ 897.34 million.

1. 总成交额五届趋势

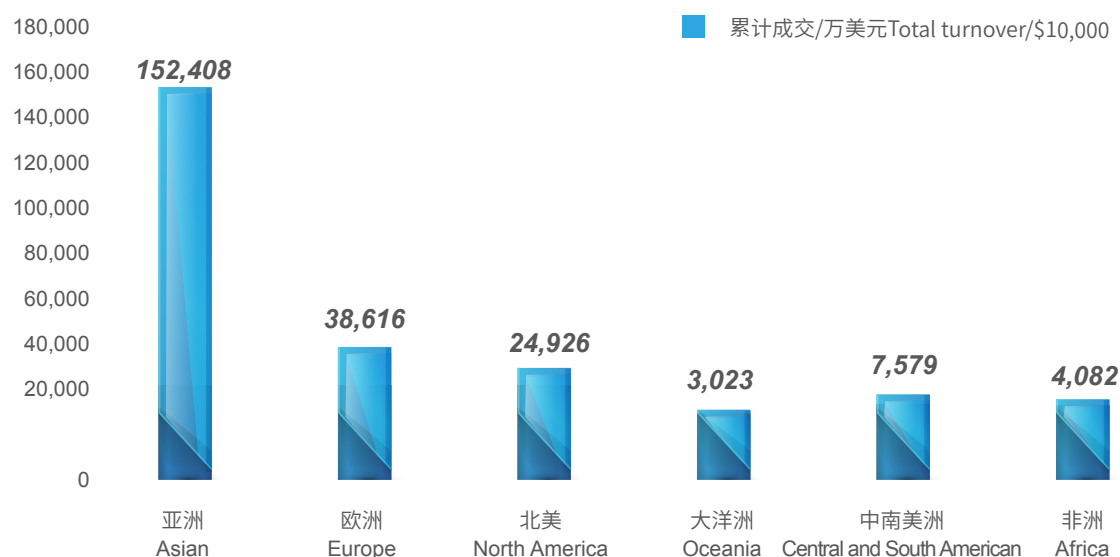
Turnover Trend in the Last Five Years



成交统计 | Transaction Analysis

2. 各主要地区市场成交情况

Market Transactions in Major Regions



3. 出口成交主要国家和地区TOP10

TOP10 Countries&Regions of Export Transactions





现场重大活动

Onsite Events

“华东进出口贸易论坛”作为华交会的主论坛，今年的主题是“新时代，进出口贸易的机遇与挑战”，由“主旨演讲”和“专题讨论”组成，围绕“当前进出口贸易的风险与挑战”和“优化产品甄选能力，提升海外市场优势”展开了讨论。

"The Import and Export Forum" is the main forum for East China Fair. The theme of this year is "New Era, Opportunities and Challenges of Import and Export Trade in Eastern China", consisting of "Keynote Speeches" and "Special Discussions". It focuses on the risks and challenges of current import and export trade and the ability to optimize product selection and the advantages to explore overseas markets.

第29届华交会举办了跨境电商节，其中，“跨境电商高峰论坛”围绕当前经济形势研判跨境电商的机遇与挑战等议题，超过30位国际知名专家和行业领袖进行了主题演讲。

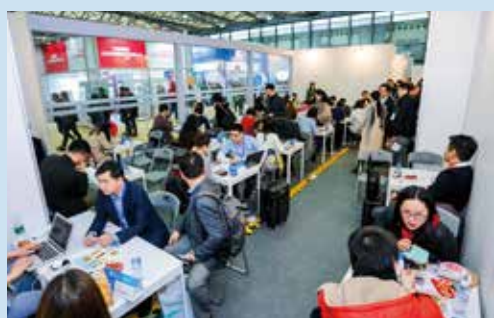
The 29th ECF held the cross-border e-commerce festival. Among them, the "Cross-border E-commerce Summit Forum" focused on the current economic situation to judge the opportunities and challenges of cross-border e-commerce. Additionally, more than 30 internationally renowned experts and industry leaders gave keynote speeches.



现场重大活动 | Onsite Events

“展会+互联网”助力中国外贸走向全球论坛”，上午场：大数据人工智能帮你轻松成交全球买家，讨论中小外资企业如何利用好海外搜索引擎，更好走向全球市场。下午场：海外社媒与展会联合助力中国外贸走向全球，把外贸行为社交化的趋势分享给了参展商。

"Trade Fair + Digital Marketing" Summit, Morning session: The theme of "Leveraging game changer big data and artificial intelligence to identify potential buyer globally" is to discuss how small and medium-sized foreign enterprises can use overseas search engines to better access the global market. Afternoon session: The theme of "complementing trade show with digital marketing to help power sales for China B2B exporters" is to share the trend of socializing foreign trade behaviors to exhibitors.



3月1日至3日，本届华交会举办了四场采购商现场对接会，分别是欧美专场、一带一路专场、日本专场和纺织服装专场买家对接会。其中，40家来自欧美的采购商参与本次对接会吸引了90家参展商，累计进行了269场配对活动；37家一带一路沿线国家的采购商参与本次对接会吸引了78家参展商，累计进行了231场配对活动；22家来自日本的采购商参与本次对接会吸引了64家参展商，进行了195场配对活动；40家专营纺织服装的采购商参与本次对接会吸引了55家参展商，累计进行了281场配对活动。

From March 1st to March 3rd, the 29th ECF held four on-site matchmaking sessions, which were the European and American Buyers, "the Belt and Road" Buyers, Japanese Buyers and Garments/Home Textile Buyers. Among them, 40 buyers from Europe and America attracted 90 exhibitors to participate, and 269 matchmaking events were successfully carried out; 37 buyers from countries along "the Belt and Road" attracted 78 exhibitors to attend, and a total of 231 matchmaking events took place; 22 buyers from Japan attracted 64 exhibitors to conduct 195 matchmaking events; and 40 Garments/Home Textile buyers attracted 55 exhibitors participated to carry out 281 matchmaking events.

华交会自第22届开始设置“创新奖”评奖活动，鼓励企业加大产品创新，促进外贸转型和提升品牌铸造力度。经过7年培育，华交会涌现出一批品牌响、技术强、服务好、质量优的外贸品牌。本届华交会又有30家企业荣获“创新奖”。另外，今年起华交会新设置“绿色搭建奖”，共建绿色展会，有7家企业获奖。

Since 2012, East China Fair has set up the "Innovation Award" to encourage enterprises to intensify product innovation, promote foreign trade transformation and enhance brand casting. After 7 years of cultivation, ECF has emerged a number of foreign trade brands with strong brand, strong technology, good service and high quality. In this year, a total of 30 companies have won the "Innovation Award". From this year, East China Fair has set up the "Green Building Award" to build green exhibition, and seven companies have won this awards.

合作媒体 | Cooperation Medias

本届华交会汇聚了报刊杂志、电视台、网络媒体、通讯社和电子商务媒体等近50家权威媒体,进行多维度宣传,助力品牌形象线上、线下全面推广。据不完全统计,展会期间有百余家媒体发布稿件600多篇,宣传力度是近年来最强一次。

The 29th ECF has brought together nearly 50 authoritative media such as newspapers and magazines, TV radio, online media, news agencies and e-commerce media to carry out multi-dimensional publicity to help the brand image be promoted online and offline. According to incomplete statistics, there were over 600 articles published by more than 100 media during the exhibition, and the promotion was the strongest in recent years.



展望2020 See You Next Year

联系方法

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