



2012

中国 石家庄(正定)  
国际小商品博览会

CHINA SHIJIAZHUANG ZHENGDING  
INTERNATIONAL COMMODITIES FAIR

会务指南

GUIDE TO MEETING AFFAIRS

主办：河北省人民政府  
中国商业联合会

China General Chamber of Commerce  
China Hebei Provincial Government



举办时间：2012年4月26日至28日  
举办地点：河北省石家庄市正定县  
主办单位：河北省政府、中国商业联合会  
承办单位：石家庄市政府、河北省商务厅

Name: China Shijiazhuang Zhengding International Commodities Fair (ZICF) 2012  
Venue: China Shijiazhuang Zhengding International Commodity Market  
Date: 26th – 28th April 2012  
Organizer: China General Chamber of Commerce  
China Hebei Provincial Government

由中国商业联合会和河北省人民政府主办的“中国石家庄(正定)国际小商品博览会”，简称(正博会)，以“融合商机、彰显魅力、协作发展、互动共赢”为宗旨，是集商贸、会展、交流与合作的国际性盛会，是河北省确定的四大品牌展会之一。

### 概述：

2001年10月，国务院确定，把建设“华北重要商埠”作为石家庄城市的发展定位，这是全国惟一被定为“重要商埠”的省会城市。正定就在这一规划中被定位于“文化旅游贸易区”，成为规划中石家庄周边惟一的商贸区。在这样的时代背景下，“正定国际小商品城”应运而生。并被列入河北省和石家庄市重点建设项目。以正定国际小商品城为龙头，以正定恒山板材市场、中国北方茶城、正定家具城等专业市场为支撑，以现代物流、产业园区为重点，谋划建设了正定国际小商品城和市区外围批发市场集群，形成了沿107国道市场经济“聚集带”，成为为华北重要商埠提速的“动车组”，其中正定国际小商品市场堪称中国北方单体面积最大的小商品市场；正定恒山板材市场被誉为国内规模最大的板材装饰材料市场之一；正定家具市场堪称中国北方品牌家具集散地；中国北方茶城集国际茶叶交易、中国传统茶艺培训、茶艺表演、茶叶价格指数发布、茶叶拍卖、仓储物流于一体，使正定以得天独厚的优势荣膺“中国商贸名城”，犹如高昂的龙首引领华北重要商埠建设的发展进程。

China Heibei Zhengding is the historical and cultural famous city of China, the famous city on commerce and trade of China and state exhibition demonstration region of continual development. Zhengding is 246 KM away from Beijing, 350 KM from Tianjin international Seaport, and 275 KM from Huanghua international port. The expressways such as Jingshu, Shitai, Shihuang, Zhangshi, and Qingyin Pass and join each other in boundaries of Zhengding, the G107 National highway, Jing-guang railway and Jingshi High speed railway link up south and north. Shijiazhuang International Airport located at Zhengding with more than 80 international and domestic airlines routes.

Zhengding, as the important economic town of the North China in history, has been prosperous and always with merchants, and goods from south and north been exchanging here, which has profound cultural foundation of commerce and trade. In recent years, Zhengding fully exerted its advantages on region and traffic, actively accepted the radiation of capital city of China Hebei Province building important commercial port of north China, strived to develop commercial trade circulation industry, and established sixth special markets such as food, agriculture, high tech, etc...the China Shijiazhuang Zhengding International Commodity Market has become the No.1 commodity market in Northern China, among which panel market is the No.1 in whole China, furniture market and tea market also link the first places in the country...





# 活动推介

## ACTIVITIES PROMOTION

### 石家庄空港工业园推介会

时间: 4月19日14:00  
地点: 正定县国豪大酒店

### 经贸洽谈会及签约仪式

时间: 4月20日15:00  
地点: 正定县国豪大酒店

### 商品展示展销及现场洽谈

时间: 4月21日15:00  
地点: 正定国际小商品城

### 投资合作恳谈会

时间: 4月22日9:30  
地点: 正定县国豪大酒店

### 会见重要来宾

时间: 4月25日16:30-18:00  
地点: 正定金星假日大酒店二楼锦绣阁

### 欢迎宴会

时间: 4月25日18:00  
地点: 正定金星假日大酒店一楼中餐厅

### 开幕式

时间: 4月26日10:00  
地点: 正定国际小商品市场南广场

### 领导参观展览

时间: 2008年4月26日10:35-10:50  
地点: 正定国际小商品市场、北方茶城、  
正定恒山市场、正定家具城

### 大型文艺晚会

时间: 4月26日19:00-21:40  
地点: 正定中学东校区操场

### 市场发展高峰论坛

时间: 4月27日9:00-11:30  
地点: 正定国豪大酒店二楼多功能厅

### ACTIVITIES PROMOTION OF SHIJIAZHUANG AIRPORT DEVELOPMENT AREA

Time: 14:00 on Apr.19  
Place: Guohao Hotel of Zhengding County

### TRADE FAIR AND CONTRACT SIGNING CEREMONY

Time: 15:00 on Apr.20  
Place: Guohao Hotel of Zhengding County

### GOODS EXHIBITION AND SALES AND FIELD NEGOTIATION

Time: 15:00 on Apr.21  
Place: Zhengding International Commodity Market

### INVESTMENT AND COOPERATION FAIR

Time: 9:30 on Apr.22  
Place: Guohao Hotel of Zhengding County

### INTERVIEW WITH IMPORTANT GUESTS

Time: 16:30-18:00 on Apr.25  
Place: Jinxiu hall on 2nd floor of Zhengding Holiday Hotel

### GREETING BANQUET

Time: 18:00 on Apr.25  
Place: Chinese Restaurant on 1st floor of Zhengding Jinxing Holiday Hotel

### OPEN CEREMONY

Time: 10:00 on Apr.26  
Place: South Square of Zhengding International Commodity Market

### LEADERS' VISITING EXHIBITION

Time: 10:35-10:50 on Apr.26, 2008  
Place: Zhengding International Commodity Market, Northern Tea Mall, Zhengding Hengshan Panel Market, and Zhengding Furniture Mall

### LARGE ENTERTAINMENT EVENING

Time: 19:00-21:40 on Apr.26  
Place: Playground of east campus of Zhengding Middle School

### PEAK FORUM FOR MARKET DEVELOPMENT

Time: 9:30-11:30 on Apr.27  
Place: Multi-functional hall on 2nd floor of Guohao Hotel of Zhengding County

正博会期间, 还将举办河北正定“千年古韵”历史文化旅游节、精选展品专题推介会等活动, 聚集展会人气, 提高展会交易量。

During the period of holding Zhengding International Commodities Fair, activities as "Culture of Thousand Year" Historical and Cultural Travel Festival, Special introduction meeting of chosen exhibition products will be hosted to enrich the content of the exhibition meeting, gather more people and increase the trade amount the exhibition,

# 河北省非物质文化遗产 INTANGIBLE CULTURAL HERITAGE OF HEBEI PROVINCE



本届博览会共选择河北最具地域风格和代表性的国家、省级非物质文化遗产传统技艺、传统工艺美术重点项目50余项，并现场演示传统手工艺制作的精湛技艺，观众可观、可购，亦可亲手参与制作。

The exposition were selected the most representative regional style and the national, provincial intangible cultural heritage of traditional arts, traditional arts and crafts 50 key projects, and a live demonstration of traditional hand-made craft, considerable audience, can be purchased, but also Personally involved in the production.



易水砚  
Inkstone



定瓷  
Porcelain



贝雕  
Shell Carving



蔚县剪纸  
Paper-Cut



衡水内画  
Snuff-bottle with  
Inside Painting



蝈蝈面塑  
Dough Sculpture



安新白洋淀芦苇画  
Reed Painting



永清县秸秆扎刻  
Straw Arts



**EVENT PROJECTIONS**  
展会预期

Gross area (Sq.m) 展会面积 (平米)	-170, 000
No. of exhibitors 参展商数量	-1278
No. of countries and/or region 国家/区域	-80/57
No. of public visitors 观众数量	-1,000,000+
No. of trade buyers 专业买家数量	-5656

**Exhibition Industry**

**参展范围**

- Green & Organic Food
- Agriculture
- Stationery & Office Products
- Sports & Recreational Articles
- Toys & Children's Products
- Knitwear Garment & Accessories
- Crafts
- Daily Necessities
- Jewelry & Accessories
- Cosmetics & Cleaning Products
- Leather & Cases & Bags
- Hardware Electronic & Electrical Appliances
- Crystal & Glassware
- E-commerce & Trade Services
- Foreign goods
- Household Textiles
- Women's Federation
- Others

**Hear from our satisfied buyers!**

**买家的满意回馈!**

Thank you for your relentless efforts in organizing ZICF 2012! It was an excellent show and this event has helped me to develop good contacts for my business and has also provided me with several opportunities to venture into new and important markets. Thank you again to the ZICF team!

Mr. Babar Zahiruddin, deputy general manager, 'k'line air

非常感谢主办方在举办ZICF2012时为我们所提供服务和为之所付出的不懈努力。这是一个非常成功的展会，它为我们提供一个帮助企业洽谈业务与开展多方合作的良好平台。参加ZICF2012无疑对我们开发新的重要的市场提供了强有力的帮助。再次感谢ZICF组委会及全体工作人员。

'k'line air 副总经理, 巴巴尔. 查新卢金先生

Thank you, your well-trained friendly staff for making my experience to ZICF a very rewarding and productive one!

-Mr. James Jeske, President, Global Events Managers LLC-

非常感谢主办方专业的工作人员, 他们的协助让我们的此次ZICF之行卓有成效!

Global Ebents Manager, LLC, 总裁 詹姆斯. 加斯科先生

**Exhibiting Rates 展位费用**

	Bare Space 空地价格	Shell Scheme 标准展位价格
Exhibiting Rates	USD\$280 / RMB 1980 per square meter (min 18 sqm)	USD\$999 / RMB 6500 (Includes Exhibiting Space, Meals Accommodations) for two
参展价格	每平方米280美元/1980人民币 (至少18平方米)	每个展位999美元, 包括展会期间的食、住、行 (两人)

(Shell package comprises floorspace, carpeting, white-laminated wall partitions, fascia board, 1 no. power point, 1 no. information table, 2 nos. folding chairs, 2 nos. fluorescent lighting, 1 no. waste-paper basket)

(标准展位包括: 展位面积, 地毯, 围板, 楣板, 1张咨询桌, 2把折椅, 1个电源接口, 2盏聚光灯, 1个废纸篓)



**For more info:**

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# 博览会展会布局 LAYOUT OF EXPOSITION

## 博览会主展区

博览会主展区，位于正定国际小商品市场南广场东侧，主要展示品牌小商品，采用搭建临时展厅的方式布展，设500个展位，由特装展位和标准展位组成。展厅南北走向，门向西开，设主入口3个，出口设在南面3个，东、北两面留消防通道和紧急出口。

## MAIN EXHIBITING ZONE OF EXPOSITION

The main exhibiting zone of exposition is located at east side of south square of Zhengding International Commodity Market that mainly exhibits brands' commodity. It adopts temporary exhibition hall, totally has 500 exhibition sites, which is composed by special decorated sites and standard decorated sites, The hall is tend towards south and north, and the door is opened to west with 3 main entry in south, the east and north side is reserved for firefighting access and emergency exit.

## 正定国际小商品市场展区

正定国际小商品市场展区共设832个展位，其中文体用品展区设105个展位，位于正定国际小商品市场C区二楼西侧北部；旅游工艺品展区设310个展位，位于正定国际小商品市场C区二楼东侧和西侧南部；小商品展区设417个展位，位于正定国际小商品市场C区三楼。

## Exhibition Zone of Zhengding International Commodity Market

Zhengding International Commodity Market exhibition zone totally has 823 exhibition sites, in which has 105 sites for cultural and sports articles that located at north part of west side of 2nd floor in C Zone of Zhengding International Commodity Market; 310 sites for traveling craftwork exhibition that located at east and south part of west of 2nd floor in C Zone of Zhengding International Commodity Market; 417 sites for commodity exhibition that located at 3rd floor of Zhengding International Commodity Market.

## 中国北方茶城展区

茶产品展示展销区，设371个展位，展示项目是茶叶、茶具和茶艺表演，位于正定国际小商品市场内中国北方茶城步行街。

## Exhibition Zone of China Northern Tea Mall

Tea products exhibition area, which has 371 exhibition sites, with exhibition items of tea, tea set, and tea art performance, that located at the walking street of China Northern Tea Mall in Zhengding International Commodity Market.

## 正定恒山市场展区

板材和装饰材料展示展销区共设112个展位，其中61个展位位于正定恒山南市场恒达街；51个展位位于正定恒山南市场梅山路。

## Exhibition Zone of China Northern Panel Mall

Panel and decoration materials exhibition area totally has 112 exhibition sites, in which 61 sites located in Hengda Street of Zhengding Hengshan South Market, and 51 sites located in Meishan Road of Zhengding Hengshan South Martet.

## 正定家具城展区

家具展示展销区，采用室内布展，设1276个展位，位于正定家具城。

## Exhibition Zone of Zhengding Furniture Mall

Furniture exhibition area, which adopts indoor exhibition, and has 1276 sites, located at Zhengding Furniture Mall.

