



2021中国(上海) 国际地理标志产品博览会

China (Shanghai) International Protected
Geographical Indication Products Expo 2021

2021年05月06日-08日
国家会展中心-上海·虹桥

May 06-08, 2021

National Exhibition and Convention Center
Hongqiao·Shanghai

展会宗旨 | EXHIBITION PURPOSE

加强地标保护与促进国际合作
助力脱贫攻坚和乡村振兴战略

Strengthening the protection of geographical indication
and deepening international cooperation,
Helping poverty alleviation and implementing the rural
revitalization strategy.

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承办单位 | Organized by

上海高登商业展览有限公司
Shanghai Golden Commercial Exhibition Co.,Ltd.

PGIE SHANGHAI 2021

展会概括 | Exhibition Review

中国地大物博，在这片土地上衍生出种类繁多的地理标志产品。地理标志产品既是大自然赋予的宝贵财富，也是劳动人民历代传扬的智慧结晶。目前我国几千个地标产品涉及酒类、茶叶、水果、花卉、工艺品、调味品、中药材、水产品、肉制品等，产地涵盖全国30多个省、自治区、直辖市。随着全球化进程的不断加快，人们的法治意识和品牌意识不断提高，越来越多的人认识到地理标志在发展经济、参与国际竞争中的重要作用。多年来，中国政府不断加大地理标志保护力度，积极指导规范地理标志商标、地理标志产品专用标志的使用管理，有效保护了国内外地理标志权利人的合法权益，促进了地理标志产品的跨国流通。目前世界各国也正在扩大开放共享，开展更深层次地理标志国际合作，打造地理标志交流平台，以促进世界经济和贸易投资增长。在中国也还有更多的地理标志产品还“养在深闺人未识”，亟需一个更广阔的舞台来展示和实现品牌价值。

China has vast land and resources, a wide variety of geographical indication products are derived from this land. Geographical indication products are not only the precious wealth given by nature, but also the wisdom of the working people. At present, thousands of landmark products in China involve alcohol, tea, fruits, flowers, handicrafts, condiments, Chinese herbal medicines, aquatic products, meat, etc. The production area covers more than 30 provinces, autonomous regions and municipalities directly under the Central Government. With the accelerating process of globalization, people's awareness of the rule of law and brand awareness continue to increase, and more and more people recognize the important role of geographical indications in developing the economy and participating in international competition. Over the years, the Chinese government has continuously increased the protection of geographical indications, actively guided the regulation of the use of geographical indication trademarks and geographical indication products, effectively protecting the legitimate rights and interests of geographical indication holders at home and abroad, and promoting the cross-border circulation of geographical indication products. At present, countries around the world are also expanding open sharing, carrying out deeper international cooperation on geographical indications, and creating a platform for geographical indication exchanges to promote the growth of world economy and trade investment. There are also more geographical indication products in China that are still "not well-known". There is a need for a broader stage to demonstrate and realize brand value.

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新的机遇 | New Opportunity

为给世界各国地理标志产品在中国搭建一个展示交流、商贸交易与宣传推广的国际平台，高登商业与相关单位拟于2021年05月06日-08日在上海虹桥-国家会展中心举办“2021中国（上海）国际地理标志产品博览会”。展会举办目的是切实落实精准扶贫和乡村振兴战略，助推县域地理标志产业发展，为地理标志产品对接全国市场提供一个有效的平台。展会将以“加强地标保护与促进国际合作，助力脱贫攻坚和乡村振兴战略”为宗旨，重点展示和推广县域地区地理标志产品与特色产品等。希望通过活动的举办能更好的推进地理标志工作和培育壮大地理标志特色产业，加强国际合作交流与地标产品保护。

In order to build an international platform for communication, trade and promotion in China for protected geographical indication products from all over the world, Golden Commercial and related units are scheduled to hold the “China (Shanghai) International Protected Geographical Indication Products Expo 2021” at National Exhibition Center -Hongqiao-Shanghai from May 06-08, 2021. The purpose of the exhibition is to effectively implement the strategy of precision poverty alleviation and rural revitalization, to promote the development of the county protected geographical indication industry, as well as to provide a better platform to connect to the national market. Furthermore, the exhibition takes “Strengthening the protection of geographical indication and deepening international cooperation, Helping poverty alleviation and implementing the rural revitalization strategy.”, which will focus on displaying and publicizing protected geographical indication products and featured products in county areas. The organizer hopes to organize more activities to push forward and foster the development of the protected geographical indication industry, as well as strengthen international cooperation and exchanges, and the protection of the geographical indication products.



同期活动 | Concurrent Activities

展会期间将举办国际地理标志保护与发展论坛、中国地理标志县域经济发展论坛暨全国（市）县长大会、地理标志农产品（茶叶、粮油、水产、畜牧、果蔬、中药材及其他）认证宣贯会、地理标志与脱贫攻坚百强（市）县镇与经济人物评选活动和中国地理标志产品年度颁奖典礼等重要活动，通过展会期间的各类主题活动，强力推广展会品牌，极大普及地理标志产品的品牌宣传，强化地标企业的品牌知识产权意识，增加国内外地标企业的交流与合作，着力打造成为地理标志产品的品牌传播行业盛会。

During the exhibition, International Geographical Indication Protection and Development Forum, China Geographical Indication of County Economic Development Forum and National (City) County Mayors Conference, Geographical Indication of Agricultural Products (Tea, Cereal & Oil, Aquatic Products, Animal Husbandry, Fruits and Vegetables, Chinese Medicinal Materials and Others) Certification and Promotion Conference, Selection of Top 100 Geographical Indications and Poverty Alleviation (cities), counties, towns and economic figures and Annual Awards Ceremony of China Protected Geographical Indication Products will be held. With the help of various theme activities, it will promote the exhibition brand strongly, popularize the brand of protected geographical indication products greatly, strengthen the brand intellectual property awareness of protected geographical indication enterprises, increase the exchanges and cooperation of protected geographical indication enterprises at home and abroad, as well as create a brand communication event in protected geographical indication product industry.

MAY
06-08 | 2021

PGIE SHANGHAI 2021

展品大类 | Major Exhibits

- 国内外知名的地理标志产品重点产区的市、县；
 - 国内外知名的地理标志产品（含已在国内注册的）；
 - 未获得注册，在产品品牌、商标中使用地理名称的产品；
 - 国内已获得地理标志称号的产品或正在申报地理标志的产品；
 - 国内区域特色产品；
 - 国内、外地理标志产品的协会组织、认证机构及相关研究机构；
 - 国内、外贸易商和批发商、经销商；
 - 国内、外著名旅游景点；
 - 相关软件、信息系统等高科技服务产品；
 - 相关媒体、杂志、网站等。
- Cities and counties in key production areas of well-known geographical indication products at home and abroad;
- Well-known geographical indication products at home and abroad (including those already registered in China);
- Products that are not registered, use geographical names in product brands and trademarks;
- Products that have received the title of geographical indications in China or products that are applying for geographical indications;
- Domestic regional specialty products;
- Associations, certification bodies and related research institutions of domestic and foreign Geographical Indication products;
- Domestic and foreign traders and wholesalers, distributors;
- Famous tourist attractions at home and abroad;
- High-tech service products such as related software and information systems;
- Related media, magazines, websites, etc.



展示内容 | Display Content

以展示中外地理标志和区域特色产品为主，通过以商贸洽商谈为手段，促进和扩大地理标志和区域特色产品市场份额；以商标品牌形象、商标文化展示为辅，通过特装和标摊的形式来展示地理标志企业所取得的成就和品牌形象。参展内容主要有：产品展示、企业简介、品牌内涵、品牌文化、战略成就、发展历程、产品形象代言人展示活动等。

Promote and expand the market share of geographical indications and regional specialty products by displaying Chinese and foreign geographical indications and regional special products. With the trademark brand image and trademark culture display as a supplement, the achievements and brand image of the geographical indication enterprises will be displayed through special installations and standard booths. The main contents of the exhibition are: product display, company profile, brand connotation, brand culture, strategic achievement, development history, product image spokesperson display activities, etc.

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参展说明 | Exhibition Instructions

展会因考虑到我国的地理标志产品的注册和保护工作起步较晚，许多具备条件的企业还没有来得及申请注册。因此，此次展会除邀请国内外已获得注册的地理标志产品生产企业参展外，还将邀请虽未获得注册，但在产品商标及品牌中已使用地理名称的产品及地方特色产品生产企业参展。另为更好地配合国家地理标志审查机构开展农产品地理标志注册登记保护工作，推动地理标志产品品牌发展，保护生产企业合法权益，提高公众对地理标志注册登记的认识。可根据地方政府需要在展览期间增设地理标志产品产区推广成果展。

Due to the consideration of the registration and protection of geographical indication products in China, many qualified enterprises have not yet had time to apply for registration. Therefore, in addition to the invitation to participate in the registration of geographical indication products manufacturers at home and abroad, the exhibition will also invite manufacturers of products and local specialty products that have not been registered but have used geographical names in product trademarks and brands. In addition, in order to better cooperate with the National Geographical Indications Review Agency to carry out the registration and protection of geographical indications of agricultural products, promote the development of geographical indication product brands, protect the legitimate rights and interests of production enterprises, and raise public awareness of the registration of geographical indications. According to the needs of local governments, an exhibition of promotional achievements in the production of geographical indication products will be added during the exhibition.

参展费用 | Participation Fees

★ 国际标准展位：

- 国内企业：16800.00/展期 (RMB) 3m×3m
- 国外企业：4800.00/展期 (USD) 3m×3m

标准展位 (包括：三面白色壁板、中(英)文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。)

★ 室内光地：

- 国内企业：1500.00 (RMB) /平方米
- 国外企业：480.00 (USD) /平方米

注：(最少36平方米起租) “光地” 只提供参展空间，不包括展架、展具、地毯、电源等。

展览补贴：根据相关政策精神，经组委会积极申报和争取，本届所有地理标志产区、基地与产品展商均可获得参展补贴。

具体补贴标准如下：1) 标准展位：补贴标准为4000元/展位；每家展商不超过8000元。2) 特装展位：补贴标准为300元/平米；每家展商补贴总额不超过48000元。

★ International Standard Booth:

For overseas enterprise: USD 4800/Expo, 3m*3m

Each standard booth consists of 3-sided white wallboards, Chinese & English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket.

★ Indoor Raw Space:

For overseas enterprises: USD 480/sq.m.

Note: The raw space (minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

Exhibition subsidy: According to the spirit of relevant policies, the Organizing Committee actively declares and strives for participation in all the geographical indication producing areas, bases and product exhibitors of this year.

The specific subsidy standards are as follows: 1) Standard booth: The subsidy standard is 4,000 RMB/ booth; each exhibitor does not exceed 8,000 RMB. 2) Raw Space: The subsidy standard is 300 RMB/sq.m; the total subsidy of each exhibitor does not exceed 48,000 RMB.

国家会展中心 (上海)

National Exhibition & Convention Centre(Shanghai)

- 目前全世界最大的独立展览馆
Pitching for the World's Largest Stand-alone Exhibition Complex
- 147万平米建筑面积
Total 1.47 Million Square Meters
- 40万平米的室内展览空间以及10万平米的室外展览空间
400,000 Square Meters of Indoor and 100,000 Square Meters of Outdoor Exhibition Space
- 50万平米的周边支持设施
500,000 Square Meters Comprehensive Supporting Facilities

TARGET AUDIENCE 目标观众 | Target Audience

- 政府职能部门/行业协会/进出口商/商会；
- 地标产品科研院所/院士/教授/学者/专家；
- 大型零售/商超/连锁商店/百货公司/购物中心；
- 生产商/代理商/分销商/电商/微商平台；
- 农副产品深加工知名品牌；
- 农资经销户/农技推广人员/科技示范户/农业专家；
- 各大企业采购人员/星级酒店、饭店等食材采购人员；
- 各大新闻媒体/地方报纸/电视台/电台/网络/杂志等。

- Government Functions / Industry Associations / Importers and Exporters / Chamber of Commerce;
- Landmark product research institute / academician / professor / scholar / expert;
- Large retail / commercial / chain store / department store / shopping center;
- Manufacturer / Agent / Distributor / E-commerce / Micro-Business Platform;
- Agricultural and sideline products deep processing well-known brands;
- Agricultural resources dealers/agricultural extension workers/technical demonstration households/agricultural experts;
- Purchasers of major companies, star-rated hotels, restaurants, etc.;
- Major news media / local newspaper / TV / radio / network / magazine, etc.

如欲订“PGIE SHANGHAI 2021”展位和了解更多信息，请通过以下联络方式：

To reserve the booth of “PGIE SHANGHAI 2021” or learn more information, please contact:

地址: 中国上海市浦东新区金高路1296弄151号4028-4029室 (201206)

Add: Room 4028-4029, No.151, Lane 1296, Jingao Road, Pudong New District, 201206, Shanghai, PRC

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E-mail: info@goldenexpo.com.cn