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中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO



马来西亚中华总商会

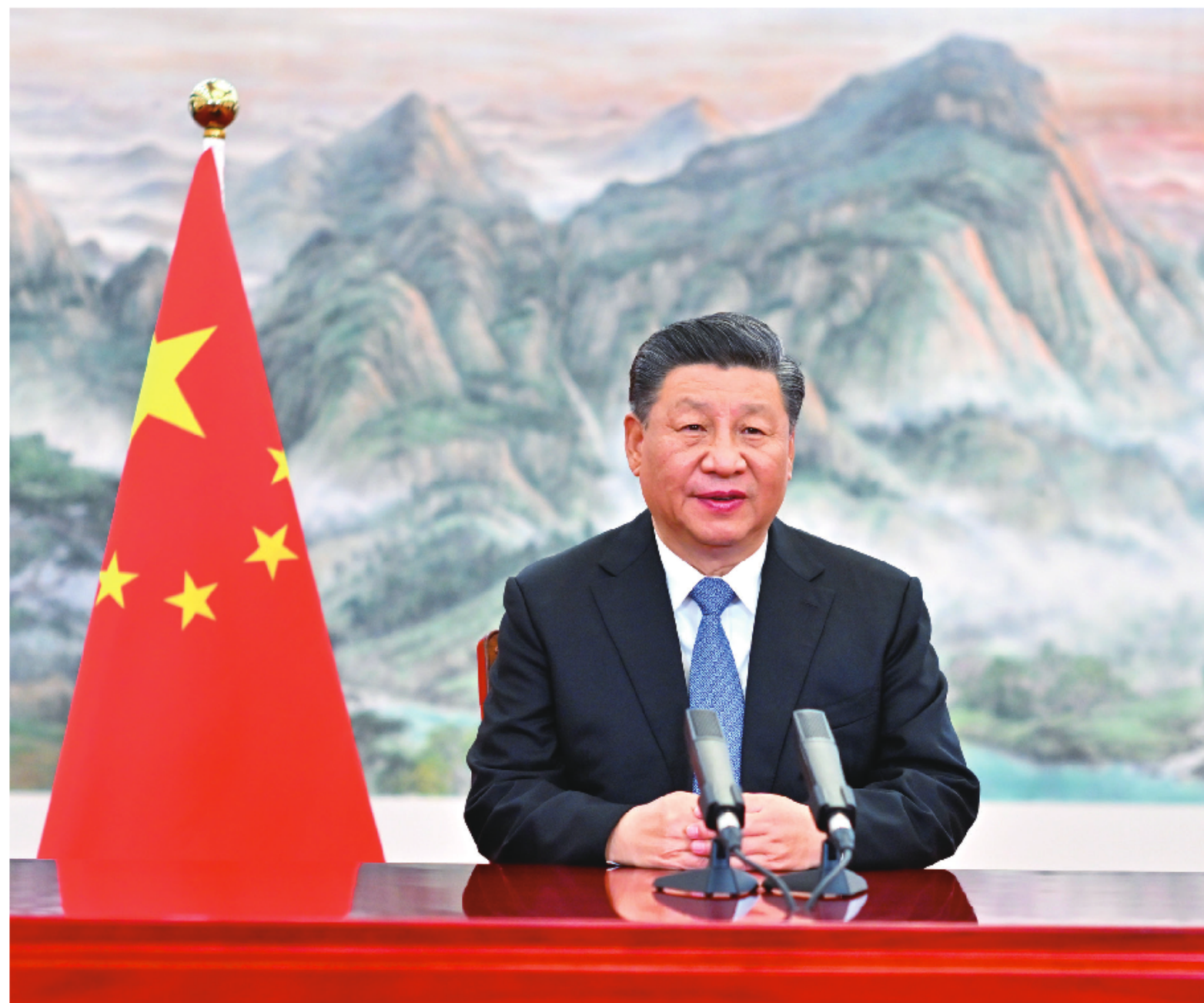
第六届中国国际进口博览会 中总馆 (马来西亚)

The 6th China International Import Expo
ACCCIM Pavilion (Malaysia)



2023 | 5th - 10th Nov
11月5日-10日

新 时 代 共 享 未 来
NEW ERA SHARED FUTURE



中国扩大高水平开放的决心不会变,同世界分享发展机遇的决心不会变,推动经济全球化朝着更加开放、包容、普惠、平衡、共赢方向发展的决心不会变。

“As for China, we will not change our resolve to open wider at a high standard; we will not change our determination to share development opportunities with the rest of the world; and we will not change our commitment to an economic globalization that is more open, inclusive, balanced and beneficial for all.”

参展邀请 INVITATION



举办中国国际进口博览会,是中国推进新一轮高水平对外开放的重大决策,是中国主动向世界开放市场的重大举措。进博会将充分发挥“窗口”作用,推动内外循环顺畅连接,拉紧中外经济联系纽带,为各国企业提供更加广阔的市场机遇。

Holding CIIE is an important decision made by China to pursue a new round of high-level opening-up, and is China's major initiative to still widen market access to the rest of the world. CIIE will give full play to its role as a "window", promote the smooth connection of internal and external circulation, tighten the economic ties between China and foreign countries, and provide enterprises of all countries with broader market.

企业商业展是进博会的重要组成部分,自首届以来,全力推动国际化策展、综合性组展、专业化办展、分行业布展,并取得丰硕成果。专业化水平进一步提高,国际化程度进一步提升,展台内容进一步丰富,贸易和投资相互促进。

As a vital part of the CIIE, since its first session, Enterprise & Business Exhibition has made every effort to promote international exhibition planning, comprehensive exhibition organizing, professional exhibition holding and industry-classified exhibition arranging, and achieved fruitful results with specialization improved, the internationalization enhanced, the contents of the booth enriched, and trade and investment promoting each other.

诚挚邀请全球参展企业、专业采购商、专业观众等各界人士参展参会,共享发展机遇。

We sincerely invite global exhibitors, professional purchasers, professional visitors and other people from all walks of life to participate in the Exhibition to share development opportunities.

企业商业展 ENTERPRISE & BUSINESS EXHIBITION

办展理念：“综合展、专业办”。

Philosophy: Professional Management on Comprehensive Exhibition.

由各国参展商展示商品、技术和服 务，促进各国出口商、采购商相互交流和合 作。紧密围绕十四五规划和二〇三五远景目标策展，围绕绿色、创新、数字化等关键词，着力汇聚行业领军和专精特新企业。

Exhibitors from all countries display their goods, technologies and services, and promote exchanges and cooperation between exporters and purchasers from all countries. Closely centering on the 14th Five-Year Plan (2021-2025) and the Long-Range Objectives Through the Year 2035, and focusing on the keywords of green, innovation and digitalization, we will gather industry leaders and specialized, refined, characteristic and novel enterprises.



第六届进博会企业商业展划分为六大展区，分别是食品及农产品、汽车、技术装备、消费品、医疗器械及医药保健、服务贸易。在展区下，根据国内进口需要和产业发展趋势，进一步将每个展区划分为不同的板块和专区，并不断优化。

The 6th CIIE Enterprise & Business Exhibition is divided into six special areas: Food and Agricultural Products, Automobile, Intelligent Industry & Information Technology, Consumer Goods, Medical Equipment & Healthcare Products, and Trade in Services. According to the domestic import needs and industrial development trend, each area is further divided into different sectors and special sections, which will be constantly optimized.

进博机遇 CIIE OPPORTUNITIES

• 搭建政企沟通平台

全年组织开展多场政商对话活动,搭建政企对话的权威平台,共同探讨行业创新发展愿景和政府产业政策,积极建言献策,传递业界声音。

• Build Communication Platforms between Government and Enterprises

Throughout the year, many government-enterprise dialogues were organized to build an authoritative platform, and the participants jointly discuss the industry innovation vision and government's industrial policies, actively make proposals, and help convey the message from the industry.

• 加大品牌宣传力度

活动吸引全球媒体关注,提升品牌曝光率,扩大企业影响力。境内外多家媒体积极报道,融合电视、广播、新媒体等资源,全视角呈现多彩立体的进博会,凸显引领力、传播力和影响力。

• Strengthen Brand Publicity

The CIIE attracts global media attention, improves brand exposure and expands enterprise influence. A number of domestic and foreign media actively report the event by integrating television, radio, new media and other resources, so as to present a colorful and three-dimensional CIIE in an all-round way, and highlight its leadership, dissemination and influence.

• 精准邀请专业采购商

完善市场化招商机制,强化撮合对接服务。充分利用数据资源进行精准分析,双向发布供需信息,助力供需双方精准对接。邀请境内大型、中小企业及政府参观团和境外采购商参加专场供需对接会、全国招商路演和专委会活动,促成参展企业和采购商实现精准对接。

• Invite Professional Purchasers Accurately

Improve the market-oriented investment promotion mechanism and strengthen matchmaking and docking services. We make full use of data resources for accurate analysis, release two-way information of supply and demand, and precisely pair up suppliers and demanders. Domestic large, small and medium-sized enterprises, government delegations and overseas purchasers were invited to participate in special supply-demand meetings, national investment roadshows and professional committee activities, so as to promote accurate matchmaking between exhibitors and purchasers.

• 新产品新技术首发平台

“进博发布”平台举办新品发布活动,全球行业龙头企业集中发布新产品新技术新服务,汇聚前沿领先技术,展示最新成果,全球首发、亚洲首秀和中国首展众多。

• Stage for New Products and Technologies' Debut

The “CIIE Product Launching Center” platform holds product release activities for global industry leading enterprises to launch new products, technologies and services in a concentrated manner, gather cutting-edge technologies, and display the latest achievements, which witnesses various debuts in China, Asian and even the world.



• 全年活动精彩纷呈

全年举办展盟及专委会活动、招商路演活动、供需对接活动、政策解读会、对接签约会、投资推介会、视频签约会等几百场活动。参展成效进一步放大，国际性、权威性、实效性进一步提升，进博会溢出效应进一步扩大。

• Wonderful Activities Throughout the Year

Hundreds of activities were held throughout the year, including CIIE Enterprise Alliance and special committee activities, investment roadshow activities, supply-demand docking activities, policy interpretation meetings, docking and signing activities, investment promotion meetings, video signing meetings and so on, so as to boost the achievements, enhance internationality, authority and effectiveness, and expand the spillover effect of the CIIE.



• 政策支持常态化

国家有关部门制定进博会支持政策并常态化实施。自首届进博会起，组委会各成员单位联动配合，多个国家部委持续推出税收优惠、通关便利、市场准入等多项配套的支持政策，减轻参展企业负担，提升参展便利化水平，提供优质服务保障，吸引更多企业参展，持续放大溢出带动效应。

• Normalized Policy Support

Relevant national departments have formulated the support policies for CIIE and implemented in a normalized manner. Since the first CIIE, all member units of the Organizing Committee have cooperated with each other, and many national ministries and commissions continuously launched a number of supporting policies, including tax incentives, customs clearance facilities, market access, etc., so as to ease the burden of exhibitors, improve facilitation, provide high-quality service, attract more enterprises, and amplify the spillover driving effect.

其中,为支持举办进博会,经国务院批准,税收优惠政策如下:

1.对进博会展期内销售的合理数量的进口展品免征进口关税、进口环节增值税和消费税。享受税收优惠的展品不包括国家禁止进口商品,濒危动植物及其产品,烟、酒、汽车以及列入《进口不予免税的重大技术装备和产品目录》的商品。

2.每个展商享受税收优惠的销售数量或限额,按附件规定执行。附件所列1-5类展品,每个展商享受税收优惠政策的销售数量不超过列表规定;其他展品每个展商享受税收优惠政策的销售限额不超过2万美元。

3.对展期内销售的超出政策规定数量或限额的展品,以及展期内未销售且在展期结束后又不退运出境的展品,按照国家有关规定照章征税。

4.参展企业名单及展期内销售的展品清单,由承办单位中国国际进口博览局和国家会展中心(上海)有限责任公司向上海海关统一报送。

For the purpose of supporting the successful holding of the CIIE, preferential tax policies approved by the State Council for CIIE are as follows:

1. The exhibits imported in reasonable quantities and sold during the CIIE shall be exempt from import tariffs, import value-added tax and consumption tax. The exhibits eligible for tax preferences exclude goods prohibited by the state from import, endangered species of animals and plants and their products, cigarettes, alcohol, and cars and goods included in the Catalogue of Imported Crucial High-Tech Equipment and Products Not Exempted from Tax.

2. The sales quantity or limit of tax preference enjoyed by each exhibitor shall be subject to the provisions of the annex. For the 1-5 categories of exhibits listed in the annex, the sales volume of each exhibitor enjoying the preferential tax policy shall not exceed the standard in the list. For other exhibits, the sales limit of each exhibitor enjoying the preferential tax policy shall not exceed 20,000 US dollars.

3. For the exhibits sold during the CIIE that exceed the quantity or quota specified in the policy, as well as the exhibits that are not sold or returned to the exporting country after the end of the CIIE, taxes shall be levied in accordance with the relevant provisions of the state.

4. The list of exhibitors and the list of exhibits sold during the CIIE shall be uniformly submitted to Shanghai Customs by China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd.



企业商业展布局

LAYOUT OF ENTERPRISE & BUSINESS EXHIBITION

1.1馆/1.2馆/2.2馆 食品及农产品展区

蔬果和农产品、乳制品、休闲食品、甜食、调味品、饮料和酒类、肉类、水产品、冷冻食品、综合食品(包括宠物食品)、农作物种业(包括育种或栽培技术; 种业创新研发成果; 农业机械; 农药、微肥; 水稻、小麦、瓜果、蔬菜、苗木花卉等农作物种子)等
专区: 乳制品专区、农产品专区、农作物种业专区

Hall 1.1, 1.2, 2.2 Food and Agricultural Products

Fruits and vegetables and agricultural products, dairy products, snack foods, sweets, condiments, beverages and wines, meat, aquatic products, frozen foods, comprehensive foods (including pet food), crop seed industry (including breeding or cultivation techniques; seed industry R&D innovation; agricultural machinery; pesticide, micro fertilizer; seeds of crops such as rice, wheat, melons and fruits, vegetables, flowers and plants) etc.
Special section: dairy products, agricultural products and crop seed industry

2.1馆 汽车展区

乘用车、商用车、概念车、新能源车、非道路用车、摩托车, 智慧出行产品及技术(新能源、自动驾驶产品技术及解决方案、智慧交通、未来出行、智能网联等), 汽车零部件及汽车电子(驱动部分、底盘部分、车身部分、轻量化、汽车内饰、车载系统等), 汽车配套产品及养护用品(汽车后市场、检测、诊断设备、润滑油等), 汽车文化及设计(老爷车、汽车赛事、汽车改装、汽车设计、汽车消费及衍生品等)
专区: 智慧出行专区、创新孵化专区(汽车领域)

Hall 2.1 Automobile

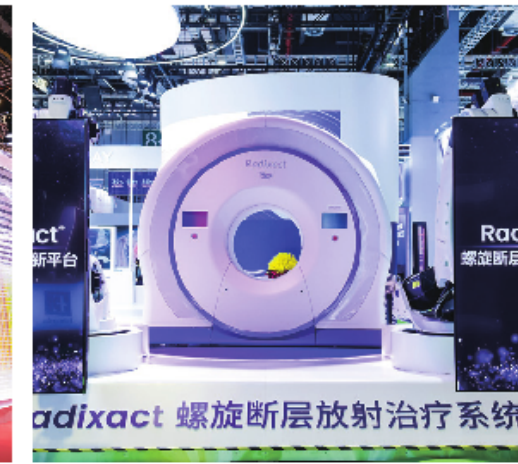
Passenger cars, commercial vehicles, concept vehicles, new energy vehicles, off-road vehicles, motorcycles, smart mobility products and technologies (new energy, automatic driving product technologies and solutions, smart transportation, future mobility, intelligent Internet connection, etc.), automotive parts and auto electronics (drive part, chassis part, body part, lightweight, auto interior, on-board system, etc.), automobile supporting products and maintenance supplies (automobile aftermarket, testing and diagnostic equipment, lubricating oil, etc.), automobile culture and design (classic cars, automobile competitions, automobile modification, automobile design, automobile consumption and derivatives, etc.)
Special section: smart mobility and innovation incubation (automobile)

3馆/4.1馆/北厅 技术装备展区

数字工业: 自动化、机器人、工业解决方案;
集成电路: 芯片设计、制造、封测、设备、材料;
能源低碳及环保技术: 石油化工设备、新材料、新能源、电力电工、环保技术与设备、综合治理设备、垃圾处理设备;
人工智能: 人机交互、数据库、物联网、通信;
光学打印: 宽幅打印机、数码复合机、标签机、扫描仪、3维激光扫描设备、专业影视设备、工业测量、显微技术;
其他: 金属切削、钣金、测量及零部件、航空航天、高技术船舶、工程机械等
专区: 能源低碳及环保技术专区、数字工业自动化专区、集成电路专区、人工智能专区、光学打印专区、创新孵化专区(装备领域)

Hall 3, 4.1, North Hall (NH) Intelligent Industry & Information Technology

Digital industry: automation, robotics, industrial solutions;
Integrated circuit: design, manufacturing, sealing test, equipment and materials of chip;
Energy, low-carbon and environmental protection technology: petrochemical equipment, new materials, new energy, electric power and electrician, environmental protection technology and equipment, comprehensive treatment equipment, waste treatment equipment;
AI: human-computer interaction, database, Internet of Things, communications;
Optical printing: wide-format printer, digital composite machine, label machine, scanner, 3D laser scanning equipment, professional film and television equipment, industrial measurement, microscopy technology;
Others: metal cutting, metal plate, measurement and parts, aerospace, high-tech ships, construction machinery, etc.
Special section: low-carbon energy and environmental protection technology, digital industrial automation, integrated circuit, artificial intelligence, optical printing and innovation incubation (equipment).



5.1馆/5.2馆/6.1馆 消费品展区

面部护理及彩妆、其他护理及日化用品、消费电子及家电、家居及家饰设计、服装及配饰、宝石及珠宝、体育用品、体育赛事及电竞等
专区: 美妆及日化用品专区、时尚服饰及配饰专区、体育用品及赛事专区、绿色智能家电及家居专区、创新孵化专区(消费品领域)

Hall 5.1, 5.2, 6.1 Consumer Goods

Facial care and make-up, other personal care and daily chemical products, consumer electronics and household appliances, home furnishings and design, fashion clothing and accessories, gemstones and jewelry, sporting goods, sports events and e-sports, etc.
Special section: beauty and cosmetics, fashion clothing and accessories, sporting and events, green and intelligent home appliances and furnishing, innovation incubation (consumer goods)

7.1馆/7.2馆/8.1馆 医疗器械及医药保健展区

药品、医疗器械、营养保健食品、其他: 医疗美容、医疗旅游、医疗技术、医疗服务及健康护理等
专区: 康复养老专区、生物医药专区等专区、创新孵化专区(医疗领域)

Hall 7.1, 7.2, 8.1 Medical Equipment & Healthcare Products

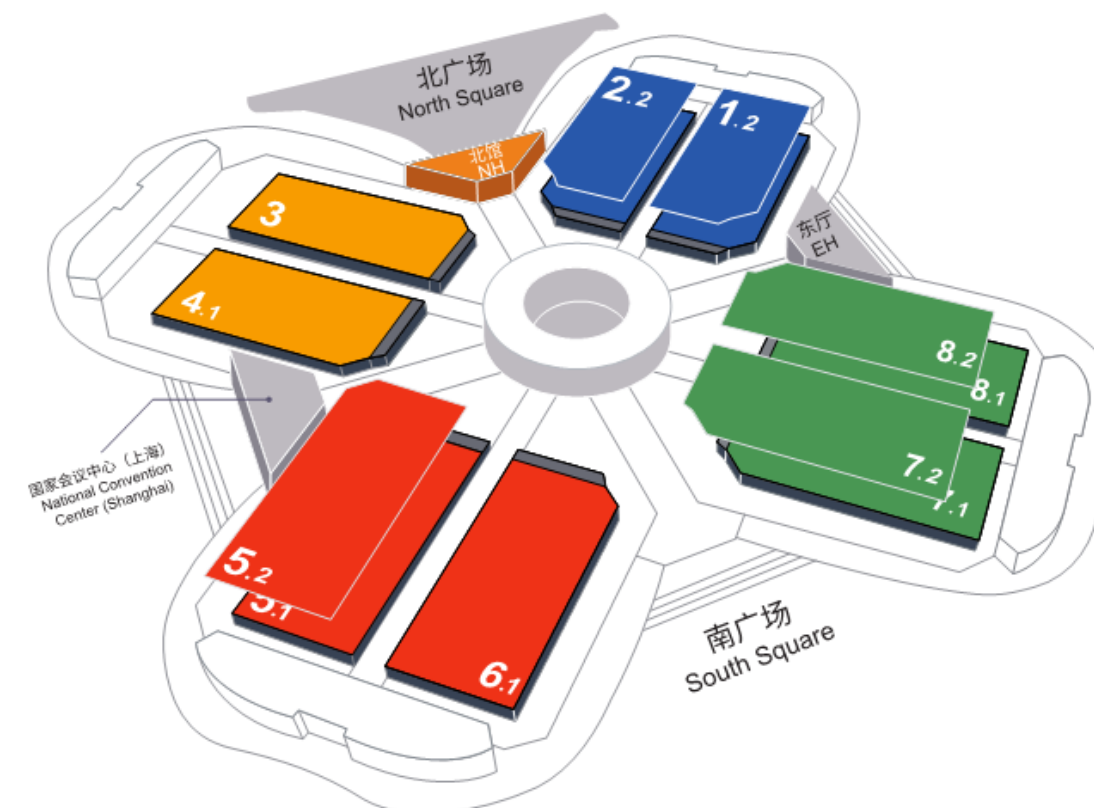
Drugs, medical devices, dietary supplements, and others: medical cosmetology, health tourism, medical technology and services, health care, etc.
Special section: rehab and elderly care, biopharm, innovation incubation (medical field).

8.2馆 服务贸易展区

生产性服务贸易: 金融服务(银行、保险、资产管理等)、咨询服务(设计、信息技术、检验检测等)、物流服务、供应链管理、综合服务;
生活性服务贸易: 文化服务、旅游服务、教育服务、娱乐及授权服务等

Hall 8.2 Trade in Services

Trade in productive services: financial services (banking, insurance, asset management, etc.), consulting services (design, information technology, inspection and testing, etc.), logistics services, supply chain management, comprehensive services, etc.;
Trade in life services: services in culture, tourism, education, entertainment and licensing, etc



- 1.1**
1.2
2.2
食品及农产品
展区
Food and Agricultural
Products
- 2.1**
汽车
展区
Automobile
- 3**
4.1
北馆 NH
技术装备
展区
Intelligent Industry &
Information Technology
- 5.1**
5.2
6.1
消费品
展区
Consumer Goods
- 7.1**
7.2
8.1
医疗器械及医药保健
展区
Medical Equipment &
Healthcare Products
- 8.2**
服务贸易
展区
Trade in Services



企业商业展展位价格

BOOTH RATES OF ENTERPRISE & BUSINESS EXHIBITION

中总馆 (马来西亚)

ACCCIM Pavilion (Malaysia)

标准展位 STANDARD BOOTH RM23,000.00

展区 :食品与农产品
Exhibition Area :Food & Agricultural Products

其他展区

Other Exhibition Area

标准展位 STANDARD BOOTH RM16,000.00

*其他展区展位将由展会方自行分配
the booth(s) in other exhibition areas will be allocated by the organiser itself.

会展综合体介绍

INTRODUCTION OF THE VENUE



国家会展中心(上海)总建筑面积超过150万平方米,包括展馆、会议中心、商业广场、办公楼和一家高端酒店,集展览、会议、活动、商业、办公、酒店等多种业态为一体,是目前世界上最大的会展综合体。

国家会展中心(上海)位于上海虹桥商务区核心区,与虹桥交通枢纽的直线距离仅1.5公里,通过地铁与虹桥高铁站、虹桥机场紧密相连。周边高速公路网络四通八达,2小时内可到达长三角各重要城市,交通十分便利。

National Exhibition and Convention Center (Shanghai) is the world's largest convention and exhibition complex with a total construction area of more than 1.5 million m². Facilities at NECC (Shanghai) include exhibition halls, the conference center, the commercial plaza, off-office buildings and a high-end hotel, integrating functions of exhibition, conference, activity, business, office and hotel.

About 1.5 km away from Hongqiao Transportation Hub, NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national expressway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.

马来西亚中华总商会(中总) THE ASSOCIATED CHINESE CHAMBERS OF COMMERCE AND INDUSTRY OF MALAYSIA (ACCCIM)

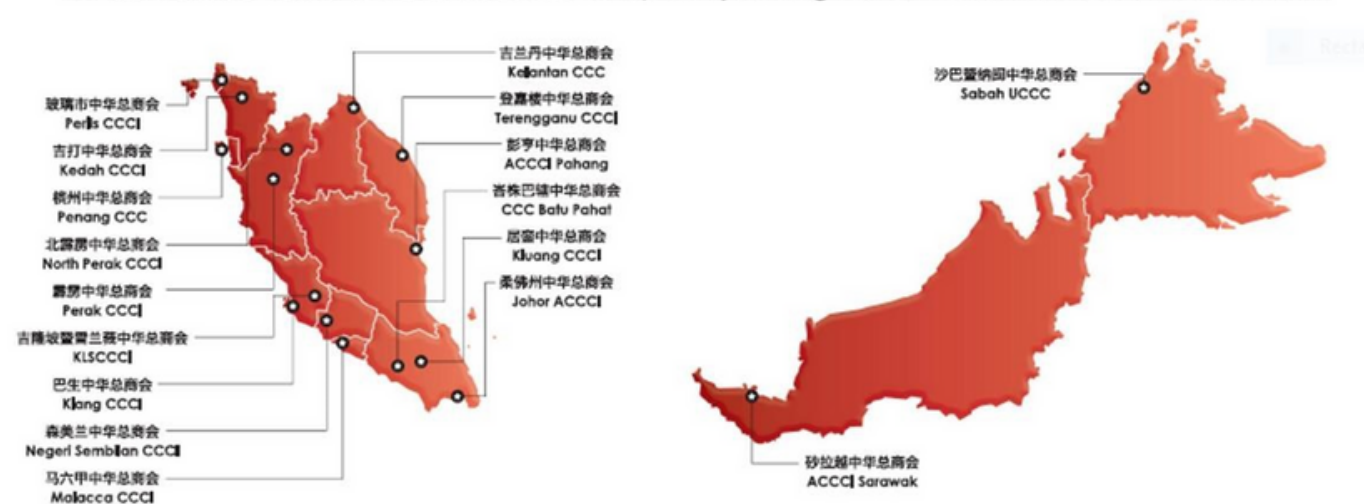
马来西亚中华总商会 (简称中总) 是马来西亚国内华裔商会的联合总机构。

成立于 1921 年 7 月 2 日 中总共有 17 个基本会员 分布在马来西亚国内 13 个州及联邦直辖区。中总基本会员直接和间接会员总数超过 11 万名代表马来西亚华人公司、商家及各行业团体。中总会员也包括杰出会员、团体会员以及近 8 千名青商会会员。

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) is the national level organisation of the Chinese chambers of commerce in the country.

Founded on 2nd July 1921, ACCCIM has 17 Constituent Members located separately in the 13 states and Federal Territories of Malaysia. Direct and indirect membership of all Constituent Members are well over 110,000, representing Malaysian Chinese companies, individuals and trade associations in particular and the Chinese business community in general. Membership of ACCCIM include Eminent Members, Associate Members, and around 8,000 young Entrepreneurs.

17 基本会员于马来西亚地图上的位置 Malaysia map showing location of 17 ACCCIM Constituent Members



中总馆 (马来西亚) ACCCIM PAVILION (MALAYSIA)

中总在马来西亚国际贸易及工业部和中华人民共和国驻马来西亚大使馆的支持下,已经连续五年组织参展企业及采购商参加在上海举办的中国国际进口博览会(进博会)。在2023年,中总将再度参展“第六届中国国际进口博览会”并组织代表团赴会,为大马商家提供国际投资平台和机会,协助企业促销产品和服务到海外市场。

中总将于进博会之“食品及农产品展区”展区设立中总馆(马来西亚),目标54个展位。

符合条件者,可申请市场开发援助金(MDG)。由于展位有限,中总敬请有意参展进博会的会员商家尽速向中总预定展位同时缴付全额展位费,食品及农产品展区标准展位的展费为RM23,000.00。鉴于条款诸多局限,进博会要求先审批参展企业名单。若进博会不接受贵公司申请,中总将退还有关费用。

进博会也设有其他展区,其他展区标准展位的展费为RM16,000.00。中总可以引荐参展,唯其他展区展位将由展会方自行分配。

Supported by the Ministry of International Trade and Industry of Malaysia (MITI) and the Embassy of the People's Republic of China in Malaysia, ACCCIM has participated in the China International Import Expo (CIIE) for consecutive five years. In 2023, we will continue to participate and organize a delegation to partake in the 6h CIIE in the hope to provide an International platform and greater opportunities for Malaysian companies to promote their products and services to the global market.

ACCCIM will be setting up ACCCIM Pavilion (Malaysia) with 54 booths at the Food Agricultural area in CIIE.

Eligible companies are entitled to claim Market Development Grant (MDG). Booths are limited, interested companies are kindly requested to register with ACCCIM as soon as possible. The standard booth fee for Food and Agricultural area is RM23,000.00. In view that there are numerous rules and regulations set by the organiser, the organiser is required to review the application upon registration. ACCCIM will refund the booth fees if the company application is rejected by the organizer.

CIIE includes other exhibition areas, the standard booth fee for the Other area is RM16,000.00. ACCCIM can refer companies to participate in the exhibition, but the booth(s) in other exhibition areas will be allocated by the organiser itself.

展览场馆 Exhibition Hall

国家会展中心(上海)可展览面积共计近60万平方米,其中室内展厅总面积近50万平方米,北广场室外展场10万平方米,货车可直达各个室内展厅。

The area available to exhibitions at NECC (Shanghai) is nearly 600,000 m², including 500,000 m² of indoor exhibition hall and 100,000 m² outdoor area in North Square, which are all accessible to trucks.

会议中心 Convention Center

国家会议中心(上海)是中国国际进口博览会开幕式、虹桥国际经济论坛举办地,包括84个大中小型会议室共5.6万平方米会议面积组成的国际化现代会议设施“群落”。

National Exhibition and Convention Center (Shanghai) has witnessed the opening ceremony of the CIIE as well as the Hongqiao International Economic Forum. A total of 84 conference rooms of different sizes together with a conference area of 56,000 m² constitute a facility “community” for international modern conferences.

