

## 2024上海家居商品（华东商品贸易展）

产品名称	2024上海家居商品（华东商品贸易展）
公司名称	展会招商
价格	.00/件
规格参数	
公司地址	广州市海珠区新港东路1000号708房
联系电话	17612171361

### 产品详情

“抓住数字化转型契机,是推动外贸高质量发展的关键所在。”全国政协常委周汉民近年来走访了很多外贸企业,他建议开设数字化外贸产业赋能中心,在数字化体系建设、人才培养等方面加大力度,帮助中国外贸企业拥抱先进技术。

自1991年以来,华交会已成功举办了31届。第31届华交会在上海新国际博览中心举行,展览面积达10.52万平方米,展位总数5234个。设服装服饰展、纺织面料展、家庭用品展、装饰礼品展等4大专业主题展,以及境外展区和跨境电商展区2大专业展区,参展企业3299家,其中境外参展企业234家。第31届华交会吸引了来自19个国家和地区的采购商,到会的境内外采购商超过3.5万人,展期成交额达21.8亿美元。

第31届华交会以“对外贸易发展与新格局”为主题举办了开幕式。上海市政府副秘书长章雄、商务部外贸司副司长肖露出席开幕式并致辞,全国政协常委、十三届上海市政协副主席周汉民作“数字化转型与对外贸易发展”主旨演讲。开幕式上,11个交易团的34家参展企业获得了“华交会产品创新奖”。开幕式同期,还举办了跨境电商高峰论坛,与会专家为跨境电商发展建言献策。

本届华交会设置采购对接会专区,并在往届线下洽谈的基础上,新增线上交流平台。采购对接会共举办6场,其中“面对面”线下洽谈会4场、“屏对屏”线上洽谈会2场。现场进行了900轮次的洽谈,有效缩短了“贸易距离”,提供了贸易对接便利。

第32届中国华东进出口商品交易会

展会日期:2024年3月1日-4日

## 展会概述

第30届中国华东进出口商品交易会(2020线上)(以下简称:线上华交会)于2020年7月13日10:00至7月17日22:00顺利举行。本届线上华交会以发“线”精“采”为主题,积极运用现代信息技术,努力克服xinguan疫情影响,突破传统线下展会时间和空间的限制,首次尝试提供全天候24小时线上服务,展商展品、新闻与活动、全球供采对接、线上各大专区五彩缤纷,携手中外客商共襄“云端”盛举。

本届线上华交会共设置了五大专业子展、三大特色专区、四场买卖对接会、六大服务功能,汇聚了3520家参展企业共计71759件展品,吸引了15333名访客。此外,为进一步提升华交会的品牌影响力,在线上华交会开幕日举办了第30届中国华东进出口商品交易会(2020线上)启动仪式。

The 30th East China Fair (2020 Online) (hereinafter referred to as the Online ECF) was successfully held from 10:00 am on July 13 to 10:00 pm on July 17, 2020. This year's event, entitled "An Online Trade Oasis", used modern information technologies to overcome the impact of the COVID-19 epidemic, break through the time and space limitations of traditional offline exhibitions, and provide 24-hour online services for the first time. Chinese and foreign investors enjoyed the large-scale online business event featuring a variety of exhibitors and exhibits, news and events, global matchmaking meetings and online special areas.

The Online ECF featured five professional exhibitions, three special areas, four matchmaking meetings and six services. A total of 71,759 exhibits from 3,520 exhibitors attracted 15,333 visitors. In addition, the opening ceremony of the 30th East China Fair (2020 Online) was held on its opening day, in order to promote the brand influence of the fair.

本届线上华交会在展区设置方面与线下展相同,设五大专业主题展:服装服饰展、纺织面料展、家庭用品展、装饰礼品展、现代生活方式展,14个交易团(9个主办省市交易团、3个组团城市交易团、1个联合交易团、1个境外交易团)通过审核的参展企业共计3520家。企业共上传产品71759件,其中家庭用品展的产品数量最多,为27826件,占38.78%,服装服饰展的产品数量次之,为20013件,占27.89%。

The Online ECF, which was the same as the offline exhibition, set up five professional themed exhibitions focusing on Garments, Textiles, Home Products, Gifts and Modern Lifestyle. A total of 3,520 exhibitors were approved by 14 trading groups, including Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen, Qingdao, United Trade Group and Overseas Trade Group. Among the 71,759 uploaded exhibits, 27,826 were Home Products, accounting for 38.78 percent of the total. The next most represented category was Garments, which accounted for 27.89 percent of the total with 20,013 products.

## 三大特色专区

### 一、跨境电商专区

本届线上华交会遴选国内电子商务平台、海外电商平台、电商平台卖家、外贸综合服务及跨境电商服务共33家展商,展品共310件。zhiming企业有阿里巴巴全球速卖通、亚马逊全球开店、亿贝、中国制造网等。此外,专区推介了12家跨境电商综合试验区,为参展企业提供进出口综合服务。

#### 1. Cross-border E-commerce Area

A total of 310 exhibits from 33 exhibitors of domestic e-commerce platforms, overseas e-commerce platforms, e-commerce platform sellers, foreign trade integrated service providers and cross-border e-commerce service providers such as Alibaba AliExpress, Amazon Global Store, eBay and Made-in-China.com were displayed at the Online ECF. In

addition, the area introduced 12 comprehensive cross-border e-commerce pilot zones to provide comprehensive import and export services for exhibitors.

## 二、防疫物资专区(医用物资及口罩除外)

除医用物资和口罩外,该专区按照产品特性划分为四大类:消毒用品类(16家企业)、一次性防护用品类(61家企业)、收纳用品类(7家企业)及防疫物资配件辅料类(20家企业)。一方面,本专区专业性强,有很多参展企业是专业的医疗健康企业;另一方面,企业参与面广,部分转产企业利用自身原有优势延伸开发防疫物资产品线,或是认准商机果断切入防疫物资市场。

### 2. Anti-epidemic Supplies Area

(Excluding medical supplies and masks)

This area was divided into four categories, excluding medical supplies and masks, including disinfection supplies (16 companies), disposable protective supplies (61 companies), storage supplies (7 companies), and accessories for epidemic prevention materials (20 companies). The area included exhibitions from many professional medical and health companies as well as several companies that have adapted their production lines to produce more anti-epidemic supplies returned to the market for more business opportunities.

## 三、出口转内销专区

该专区参展企业1109家,产品14569件,分别占总参展企业数和总产品数的31.51%和20.30%,体现了外贸企业把握国内消费市场商机的意愿较强。该专区入驻企业涵盖纺织、服装、鞋帽、箱包、钟表、工艺品、宠物用品、玩具、珠宝首饰等品类,其中日用品(3203件,占22.0%)和成衣类(2644件,占18.15%)产品较多。

### 3. Export-oriented Products for Domestic Sales Area

This area exhibited 14,569 products from 1,109 exhibitors, accounting for 20.30 percent and 31.51 percent of the total respectively. Foreign trade companies have been eager to take advantages of China's domestic markets. Products included textiles, clothing, shoes, hats, bags, watches, crafts, pet supplies, toys and jewelry, among which daily necessities and garments were the main exhibits.

## 四场买卖对接会

本届线上华交会举办了四场线上买卖对接会,分别是日韩买家专场、欧美买家专场、一带一路买家专场和纺织服装买家专场对接会。四场对接会共邀请了112家境外采购商与392家参展商洽谈,进行了561场洽谈活动。

Four online matchmaking meetings were held during the Online ECF for Japanese and South-Korean buyers, European and American buyers, buyers from countries involved in the Belt and Road Initiative and Garments and Textile buyers. A total of 112 overseas buyers were invited to connect with 392 exhibitors during 561 activities.

## 六大服务功能

本届线上华交会通过图片、视频等形式展示产品和企业形象;采购商在线发布采购需求,线上华交会按

1845家参展商名'去音向展品、购商通过关键词全站搜索意向展品、

企业信息共计2002-心2沉活连线洽购商可以进行预约好的视频连线洽

谈,也可以利用站内信进行视频、语

卖双方在线感一上大信的形式

式,提供华交会技术及业务咨询。