

第 21 届华交会总结分析报告

Final Report of the 21st East China Fair (2011 Shanghai)

一、 概况 Briefing

第 21 届中国华东进出口商品交易会于 2011 年 3 月 1 日至 5 日在上海新国际博览中心举行。本届展会展览总面积与上届相同，为 10.35 万平方米。设服装、家用纺织品、装饰礼品和日用消费品（下设家居用品专区、电子消费品专区和其他日用消费品专区）四大展区，标准展位 5310 个，参展企业 3326 家。在 5 天的展期中，到会客商共计 45000 多人，其中境内客商 25000 多人，境外客商 20105 人。成交金额 28.39 亿美元，比上届增长 3.88%。

The 21st East China Fair (2011 Shanghai) was held in Shanghai New International Expo Center from March 1st to 5th 2011. The exhibition halls were separated into four parts as Garments, Home Textiles, Art Deco Gifts, Consumer Goods (including Home Products Sector, Electronic Consumer Goods Sector, and Other Consumer Goods Sector), covering an area of 103,500 square meters and having 3,326 exhibitors with 5,310 standard booths in the fair. It received 45,000 visitors in all, among which 25,000 from domestic and 20,105 from overseas. Within the 5 show days, the total amount of trade deals was US \$ 2,839 millions, increased 3.88% than the previous year.

二、 到会客商分析 Visitors Analysis

本届华交会吸引了国内 25000 多名专业客商和来自全世界 133 个国家和地区的 20105 名境外客商到会洽谈。境外客商数比上届递增 5.65%。境外新客商 9845 人，占境外客商总数的 48.97%。境外客商中，亚洲到会客商高居首位，为 14525 人，欧洲到会客商 2985 人，北美洲到会客商 1737 人。

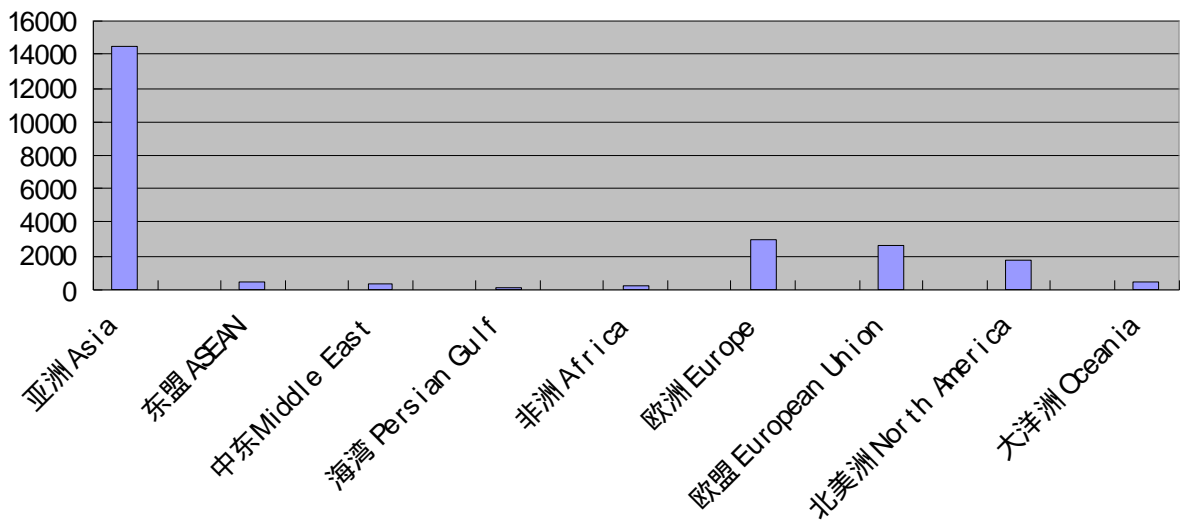
在光临本届华交会的境外买家中，由 24 个国家的政府部门或专业协会专门组织前来的

的洽谈团组有 127 个。

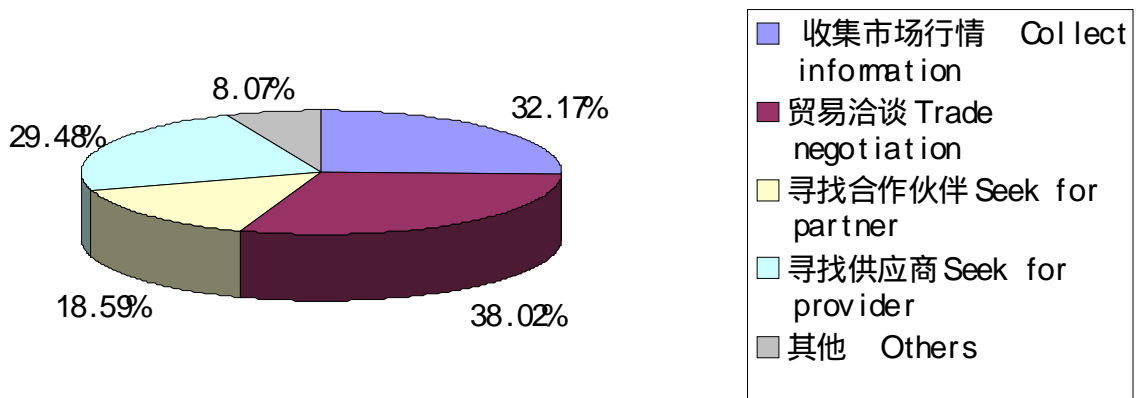
The 21st ECF attracted 25,000 domestic visitors and 20,105 overseas visitors from 133 countries and regions. The number of overseas visitors is 5.65% higher than last year. And 9845 overseas visitors are new and accounts for 48.97% of all the overseas visitors. As statistics, 14,525 Asian overseas visitors came to the fair, which was the largest group. The next one was 2,985 from Europe and 1,737 from North America.

Among them, 127 delegations organized by 24 foreign governments and associations came to ECF for purchase and negotiation.

图一、 本届华交会到会境外客商数量分析
Analysis of the Amount of Overseas Visitors



图二、 本届华交会到会境外客商与会目的分析 *
Analysis of the Purpose of Participating the fair*



(* 以进行选择的 14560 位客商数据为基础，部分客商有多重与会目的 Based on 14,560 visitors' choices, and some visitors had multiple purposes)

表三、本届华交会到会境外客商经营范围分析 *
Analysis of the Business Scope of the Overseas Visitors

展区 Exhibition Areas	展品 Exhibits	百分比 Pcnt
服装 Fashion/Garments	男装 Men's	32.71%
	女装 Women's	26.50%
	童装 Kid's	12.65%
	其他 Others	7.87%
家用纺织品 Home Textiles	全棉 Cotton	31.30%
	化纤 Chemical Fibre	20.13%
	丝绸 Silk	8.10%
	其他 Others	11.13%
日用消费品 Consumer Goods	家用电器 Household Electrical Appliance	14.75%
	鞋帽 Shoes and Caps	14.70%
	箱包 Luggages and Bags	17.33%
	文教用品 Stationery	12.24%
	体育用品 Sporting Goods	10.49%
	器皿 Vessel	8.37%
	玩具 Toys	13.09%
	灯具 Lighting	6.79%
	钟表 Watches and Clocks	6.66%
	小型车辆 Vehicle	2.89%
	家具 Furniture	11.13%
	其他 Others	13.91%

装饰礼品 Art Deco Gifts	工艺美术品 Arts 其他 Others	14.98% 11.13%
其他 Other Products	其他产品 Other Products	6.50%

(*以进行选择的 14560 个客商数据为基础，部分客商有多重与会目的 Based on 14,560 visitors' choices, and some visitors had multiple purposes)

三、 参展商分析 Exhibitor Analysis

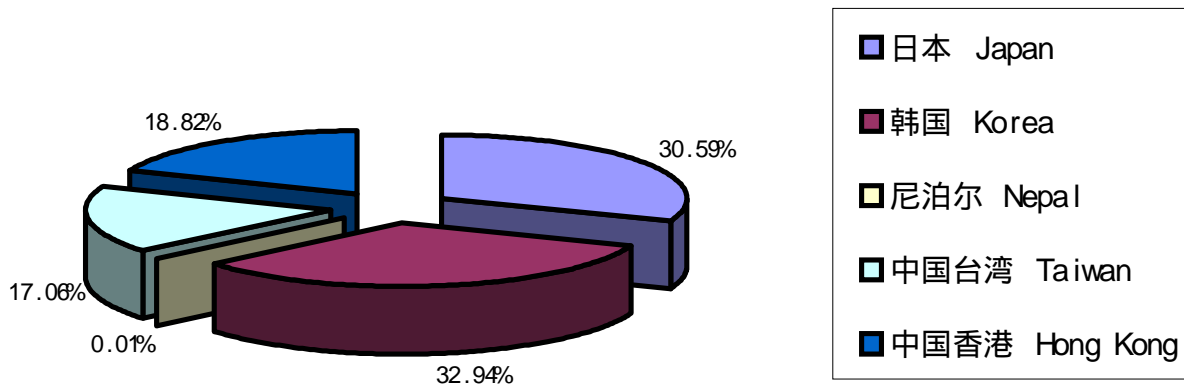
本届华交会设置标准展位 5310 个，参展企业 3326 家。参加本届华交会的展商由 9 个主办省市交易团、3 个组团城市交易团、联合交易团和境外交易团等 14 个交易团组成。其中联合交易团的成员来自非中国华东地区的全国 19 个省市自治区和 5 个城市；境外交易团共设置了 188 个展位，吸引了来自日本、韩国、尼泊尔、中国香港和中国台湾等 5 个国家和地区的 170 家参展企业。其中，日本的新泻县、石川县、岐阜县，以及韩国的首尔、忠清南道、忠清北道、大邱道、庆尚北道等地方政府以组团的形式参展，数量占境外参展商的 50% 以上。

关于所有参加本届华交会的展商名单，请查阅华交会网站 www.ecf.gov.cn

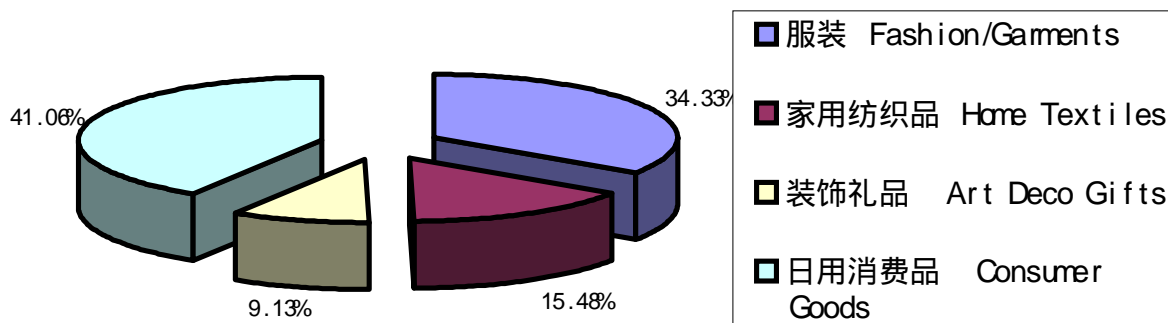
There were 5,310 standard booths in this ECF with 3,326 exhibitors. The exhibitors came from 12 provinces and cities in the area of East China and 24 provinces and cities in the rest area of China. There were 188 standard booths for overseas pavilion with 170 overseas exhibitors came from 5 countries and regions, such as Japan, South Korea, Nepal, Hong Kong and Taiwan. Overseas local governments of Niigata, Ishikawa, Gifu from Japan and Seoul, Chungnam, Chungbuk, Daegu, Gyeongbuk from Korea organized groups to participate in ECF. The number of exhibitors participating as groups accounts for over 50% of all the overseas exhibitors.

The name list of all exhibitors of the 21st East China Fair will be issued on the website of ECF: www.ecf.gov.cn/en

图四、 本届华交会境外参展商国别地区分部
Analysis of the Overseas Exhibitors (by country and region)



图五、 本届华交会各类产品所占展览面积分析
Analysis of the Show Space of Various Exhibits

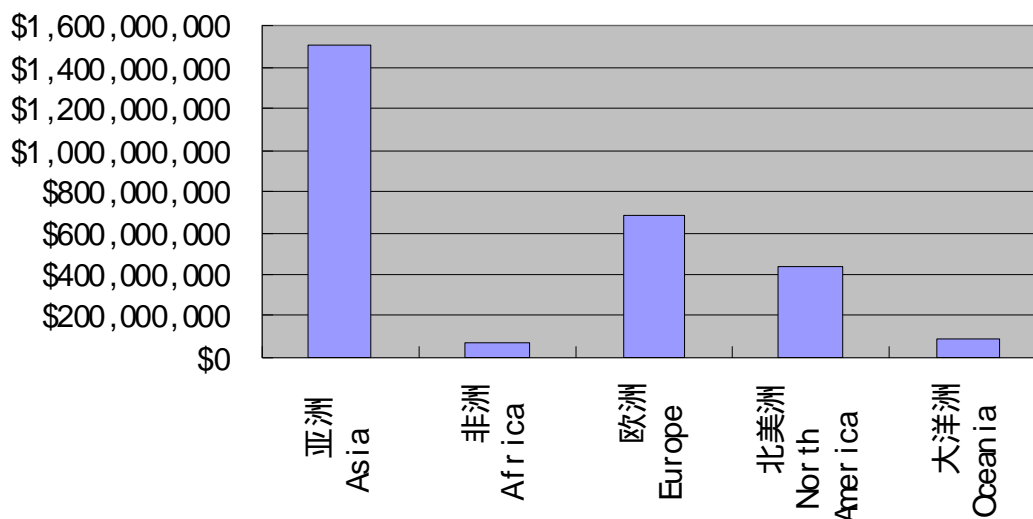


四、 交易情况分析 Transaction Analysis

本届华交会的会期五天，总成交额 28.39 亿美元，比上届增长 3.88%。其中纺织服装类成交 150084 万美元，比上届减少 0.13%；轻工工艺类成交 119264 万美元，比上届减少 2.25%；其他类商品成交 14548 万美元，比上届增长 17.82%。

The 21st ECF lasted 5 days. The amount of trade deals reached US \$ 2,839 million, 3.88% higher than last year. Among which, the transaction on textile and garment reached US \$ 1,500.84 million, decreased 0.13%; the transaction on art gifts and consumer goods reached US \$ 1,192.64 million, decreased 2.25%; the transaction on other goods reached US \$ 145.48 million, increased 17.82%.

图六、 本届华交会各主要地区市场成交情况分析
Analysis of the Amount of Trade Deals of Various Area Market



五、 热忱欢迎参与 2012 年第 22 届华交会

Welcome to the 22nd East China Fair

第 22 届中国华东进出口商品交易会将于 2012 年 3 月 1 日-5 日在上海新国际博览中心举行。第 22 届华交会将进一步提升其国际化、专业化、市场化程度；在展商登记和客商邀请方面，也将提供更为方便、快捷的措施。目前招展与观众组织工作已经开始，热忱欢迎境内外企业和专业人士与我们保持联系，及早落实参展与参观事宜。

The 22nd East China Fair will be opened in Shanghai New International Expo Centre (2345 Longyang Rd. Shanghai China) in March, 2012. The organizing committee is committed in making the Fair more international, professional and market-oriented. The more convenience and prompter services for the visitors and exhibitors will be provided. The exhibition preparation and visitor promotion has already started.

Welcome to join us!

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