

# 广州市商务局

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## 广州市商务局关于组织企业参加第二届 中外地理标志产品博览会的通知

各区商务主管部门，各有关行业协会，各有关企业：

为推动中外地理标志产品交易、技术交流、信息交互、文化交融和投资促进，第二届中外地理标志产品博览会（以下简称“博览会”）将于 2023 年 9 月 19 日-21 日在四川省泸州市举办（详见附件）。

博览会以“强化地理标志保护、促进产业高质量发展”为主题，主要展示中外地理标志产品，将设立茶、酒、水果、食品、工艺品和其他产品等 6 个展区。展会期间，将举办第二届中外地理标志产品博览会开幕式暨中欧地理标志协定论坛、中欧地理标志产品贸易论坛、主宾国系列活动、中外地理标志产品产销对接会等活动。

请各区商务主管部门高度重视、积极发动，组织本地相关企业参会。请有意参加的行业协会和企业直接向附件 1 中组委会联系人咨询和报名。

附件：1.第二届中外地理标志产品博览会招展手册

2.第二届中外地理标志产品博览会意向报名表

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(联系人：谢欲云，联系电话：81045263)



中国酒城·醉美泸州  
一座酿造幸福的城市

## 第二届 The Second 中外地理标志产品博览会 Global Geographical Indications Products Expo

# 2023

, 2023年9月19日至21日  
September 19-21

### 主办单位

四川省泸州市人民政府

### 重点支持单位

商务部外贸发展事务局

四川省农业农村厅

四川省商务厅

四川省外事办公室

四川省市场监督管理局

中国国际贸易促进委员会四川省委员会

欧盟驻华代表团

### Hosted by

Luzhou Municipal People's Government, Sichuan Province

### Supported by

Trade Development Bureau of the Ministry of Commerce, P.R.C

Sichuan Provincial Department of Agriculture and Rural Affairs

Sichuan Provincial Department of Commerce

Foreign Affairs Office of Sichuan Province

Administration for Market Regulation of Sichuan Province

China Council for the Promotion of International Trade Sichuan Council

Delegation of the European Union to China

### Address / 地址

泸州国际会展中心

Luzhou International Convention & Exhibition Center

### 展会主题 | EXHIBITION THEME

强化地理标志保护·促进产业高质量发展

Strengthen the Protection of Geographical Indications

Promote High-quality Industrial Development



## 招展手册

## Exhibition Invitation Manual



## 展会介绍 Expo Profile

地标会是促进中外地理标志产品交易、技术交流、信息交互、文化交融和投资促进的国际性平台,旨在深入贯彻落实地理标志产品高质量发展的决策部署,进一步强化知识产权保护,促进地理标志行业高质量发展。本届地标会以“强化地理标志保护·促进产业高质量发展”为主题,展会规模3万平方米,将设立茶品类展区、酒品类展区、食品类展区、果蔬类展区、工艺品类展区和其它展区6个展区,集中展示中外地理标志产品,同期举办第二届中外地理标志产品博览会开幕式暨中欧地理标志协定论坛等系列活动10余项。

The Geographical Indications Expo, as an international platform to advance the trading of geographical indication products, technical exchange, information interaction, cultural integration and investment promotion, aims to thoroughly implement the decision and deployment with respect to high-quality development of geographical indication products, further strengthen the protection of intellectual property rights and promote the high-quality development of geographical indication industry. With the theme of “strengthen the protection of geographical indications and promote high-quality industrial development”, the Geographical Indications Expo displays global geographical indication products, including 6 exhibition areas for tea, wine, food, fruit, arts & crafts and others. More than ten activities will be launched concurrently, including the Opening Ceremony of the Second Global Geographical Indications Products Expo & Forum on China-EU Agreement on Geographical Indications, and others.



## 同期活动 Activities

GIPEXPO

INTRODUCTION TO THE EXPO

- 第二届中外地理标志产品博览会开幕式
- 中欧地理标志协定论坛
- 泸州市投资推介会
- 中欧地理标志产品贸易(保护与合作)论坛
- 中欧地理标志法律制度探讨会
- 中欧地理标志科学发展论坛
- 中外地理标志产品产销对接会
- 电商直播带货
- Opening Ceremony of Second Global Geographical Indications Products Expo
- Forum of China-EU Agreement on Geographical Indications
- Luzhou Investment Promotion
- Forum on Trade (Protection and Cooperation) of China-EU Geographical Indications Products
- China-EU Symposium on Legal System of Geographical Indications
- Scientific Development Forum for China-EU Geographical Indications Products
- Conference on Production and Marketing Docking of Geographical Indications
- Live-streaming Marketing on the E-commerce Platform

## 招展范围 Scope of Exhibition

- 国内外知名的地理标志产品产区(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,但在产品品牌、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协会组织、认证机构及相关研究机构；
- 国内外贸易商、批发商和经销商；
- 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 production areas of well-known geographical indications products at home and abroad;
- Well known geographical indications products at home and abroad (including those registered in China);
- Products that have applied geographical names in product brands and trademarks but have not been registered;
- Domestic products that have obtained the title of the geographical indications or those that are applying for geographical indications;
- Domestic regional characteristic products;
- Foreign and domestic associations, certification bodies and relevant research institutions dealing with geographical indications products;
- Foreign and domestic traders, wholesalers and distributors;
- High-tech services and products including relevant software, information systems;
- Relevant media, magazines, websites, etc.



<b>酒品类</b>	白酒、葡萄酒、香槟、果酒、啤酒、伏特加、威士忌、朗姆酒、白兰地、龙舌兰等。
<b>茶品类</b>	绿茶、红茶、白茶、黄茶、黑茶、乌龙茶、咖啡等。
<b>食品类</b>	巧克力、罐头食品、方便食品、干果、调味品、食用油、婴儿食品、农产品等。
<b>果蔬类</b>	果汁、浆果、瓜果、核果、仁果、叶菜类、根茎类、鲜豆和菌类、生鲜、农产品等。
<b>工艺品类</b>	饰品、琥珀、工艺品、绘画、箱包、刺绣、手工宝石首饰等。
<b>其他类</b>	药材、其他非禁止产品,贸易投资促进机构等。

<b>WINE</b>	Baijiu, Wine, Champagne, Fruit Wine, Beer, Vodka, Whisky, Rum, Brandy, Tequila, Cocktail, etc.
<b>TEA</b>	Green Tea, Black Tea, White Tea, Yellow Tea, Dark Tea, Oolong Tea, Coffee, etc.
<b>FOOD</b>	Chocolate, Canned Food, Instant Food, Dried Fruit, Condiment, Edible Oil, Baby Food, Food Packaging, etc.
<b>FRUITS&amp;VEGETABLES</b>	Fruit Juice, Berry, Melon, Kernel Fruit, Leafy Vegetable, Rhizome, Fresh Beans, Edible Fungi, Fresh Products, etc.
<b>ARTS&amp;CRAFTS</b>	Accessories, Amber, Handcrafts, Painting, Luggage, Embroidery, Handmade Gem Ornaments, etc.
<b>OTHERS</b>	Medicinal materials, Other Non-prohibited Products, and Trade & Investment Promotion Agencies, etc.



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中外地理标志产品博览会  
Global Geographical Indications Products Expo



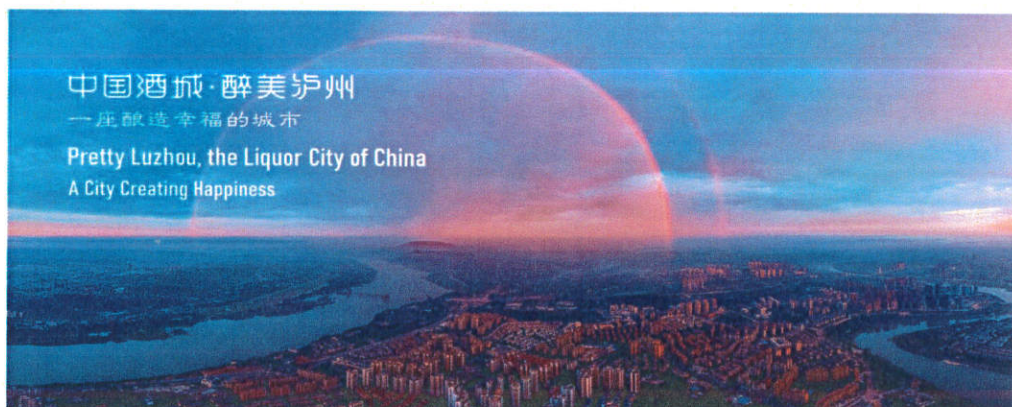
### 泸州国际会展中心

Luzhou International Convention & Exhibition Center

- 拥有 D、E 馆  
Consisting of Pavilion D, Pavilion E
- 布展面积 3 万平米  
Exhibition Covering 30,000 Square Meters
- 可设置 700 多个国际标准展位  
Able to Offer Over 700 International Standard Exhibition Booths

## 展位说明 Description of The Exhibition Stand

- 特装展位 (光地)
- 室内光地, “光地” 只提供参展空间, 不包括展架、展具、地毯、电源等。
- 豪华标准展位 (3m x 3m)
- 标准展位一: 单开口三面白色壁板、中 (英) 楣牌制作、咨询台一个、折叠椅二张、地毯铺满、展位照明、200V/5A 电源插座一个、废纸篓。
- 标准展位二: 双开口两面白色壁板、中 (英) 楣牌制作、咨询台一个、折叠椅二张、地毯铺满、展位照明、200V/5A 电源插座一个、废纸篓。
- Special stands (space only)
- Indoor space only, "space only" means exhibition space merely provided, excluding exhibition racks, tools, carpets, power supply, etc.
- Standard stands (3m x 3m)
- Standard stand 1: With single opening and other three sides of white wall panels, Chinese (English) lintel plate production, one information desk, two folding chairs, carpet, lighting, one 200V / 5A power socket and a waste basket.
- Standard stand 2: With double opening and other two sides of white wall panels, Chinese (English) lintel plate production, one information desk, two folding chairs, carpet, lighting, one 200V / 5A power socket and a waste basket.



• 所有馆内参展展位免费 • All exhibition stands in the exhibition hall are free of charge.

• 保证金收费标准

• Deposit rates

• 标准展位 (9平米) : 1000元/展位 • Standard stand (9m<sup>2</sup>): RMB 1,000/stand

• 空地展位、特装展位: 150元/平米 • Space Only stands and special stands: RMB 150/m<sup>2</sup>

• 退还方式 • Refund method

• 撤展完毕后,由展馆及主场服务人员根据展期情况(无保证金不予退还情况)经双方签字确认后按程序退还保证金。

• After the end of move-out, the exhibition hall and main venue service personnel will refund the deposit as per the procedures upon confirmation with signatures of both parties in accordance with the actual conditions in the exhibition period (no refund in case of no deposit paid).

• 如有下列情形,保证金不予退还

• The deposit will not be refunded in the following cases

若前期参展企业报名成功,展会期间未参展,则保证金不退还

The deposit will not be refunded if any exhibitor successfully registered in the early stage and did not participate in the Expo.

参展商改变或变相改变原报名时确认的单位名称、来自地区和参展内容或将展位转租他人、为非参展人员提供额外光地展位,经劝阻无效者,一律按违反参展规定交组委会处理,且保证金不退还。

If any exhibitor changes or changes in disguised form the organization name, region, and exhibition content, subleases the stand to others, or provides additional Space Only stands to non-exhibitors, and fails to follow our dissuasion, the exhibitor will be deemed as a violator against the exhibition rules and will be handled by the Organizing Committee, and the deposit will not be refunded.

不服从主场开展、布展、拆展等管理;参展产品质量不符合国家相关产品质量标准;发生知识产权纠纷或消费者投诉;因自身原因引起社会负面舆情等,保证金不予退还。

The deposit will not be refunded if any exhibitor disobeys the management of main venue personnel on move-in, exhibition, move-out, etc., exhibited products fail to meet the relevant product quality standards of China, intellectual property disputes or consumer complaints are raised, or negative public opinions are caused due to the exhibitor's reasons.

## 参展政策 Exhibition Policy



■ 本届展会展位费由中外地理标志产品博览会组委会专项资金予以支持,企业展品及工作人员的运输、交通、食宿等费用由参展企业自理。参展商如有食宿预定需求,组委会可协调联系。

■ 为参展商、采购商提供展会合作媒体免费宣传等。

■ 市区内设置集中乘车点,组委会将安排免费的参展商交通车由乘车点至场馆间往返。

■ 布展展品到达泸州集中存放点后,由组委会安排免费的物流送达布展展位。

■ The stand charges of the Expo are paid with special funds from the Organizing Committee of the Global Geographical Indications Products Expo and the transportation costs of exhibits and travel, catering, and accommodation costs of exhibitors' personnel should be borne by exhibitors. If any exhibitors require catering and accommodation reservations, the Organizing Committee may help them to contact the service providers.

■ Free media promotion is available for exhibition cooperation of exhibitors and purchasers.

■ A centralized pick-up point will be arranged in the downtown area and the Organizing Committee will arrange free shuttle buses for exhibitors for a round trip between the pick-up point and the venue.

■ After exhibits arrive at the centralized storage point in Luzhou and the Organizing Committee will arrange free logistics services to transport them to the stands.



WELCOME

- 兹邀请符合本册内招展范围的相关单位及企业参展, 请各参展单位及企业于2023年8月15日前扫码获悉展会联系方式并下载参展申请表、人员统计表, 填写完毕且盖章扫描后以邮件形式发送至组委会报名。
- We hereby invite relevant units and enterprises within the Scope of Exhibition in this manual to participate in the Expo. Please scan the following code for relevant contact information and download the Application Form and Personnel Statistics Form. After filling in stamping and scanning the forms, please send them to the Organizing Committee by email for registration prior to August 15, 2023.

如欲订“GIPEXpo”展位和了解更多信息, 请通过以下联络方式:  
To Reserve The Booth of “GIPEXpo” or Learn More Information, Please Contact

☎ 中外地标产品博览会组委会

☎ GIPEXpo Organizing Committee

☎ 联系电话: 0830-3151382

☎ Tel: 0830-3151382

✉ 邮箱: ciadeoffice@163.com

✉ E-mail: ciadeoffice@163.com



The Second  
**GIPEXpo** 2023  
September 19-21



中国酒城·醉美泸州  
一座酿造幸福的城市



## 附件 2

### 第二届中国地理标志产品博览会意向报名表

单位名称			
联络人		职务	
办公电话		传真	
手机号		微信号	
参展意向 (请在□内打√)	<input type="checkbox"/> 茶展区 <input type="checkbox"/> 酒展区 <input type="checkbox"/> 水果展区 <input type="checkbox"/> 食品展区 <input type="checkbox"/> 工艺品展区 <input type="checkbox"/> 其他产品展区 参展商总数: _____ 家企业		
参会意向 (请在□内打√)	<input type="checkbox"/> 新闻发布会 <input type="checkbox"/> 展览展示 <input type="checkbox"/> 会见 <input type="checkbox"/> 巡馆 <input type="checkbox"/> 泸州市投资说明会 <input type="checkbox"/> 中欧地理标志产品贸易(保护与合作)论坛 <input type="checkbox"/> 中欧地理标志法律制度探讨会 <input type="checkbox"/> 中欧地理标志科学发展论坛 <input type="checkbox"/> 中外地理标志产品产销对接会 <input type="checkbox"/> 电商直播带货		
组织采购商 意向表 (请在□内打√)	<input type="checkbox"/> 茶展区 <input type="checkbox"/> 酒展区 <input type="checkbox"/> 水果展区 <input type="checkbox"/> 食品展区 <input type="checkbox"/> 工艺品展区 <input type="checkbox"/> 其他产品展区 采购商总数: _____ 家企业		

注: 1. 请联络人务必准确填写微信号, 并确保隐私设置里可通过所填写微信号搜索到, 后续有关展会活动、展位信息、展位联络等工作细节将通过微信联络。

2. 请于 2023 年 7 月 30 日前回复报名情况

公开方式：主动公开