



第十六届中国西部国际博览会组织机构

Organization of the 16th Western China International Expo

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主题市州/Theme City

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Suining, Sichuan

展览执行单位/Executor

四川国际会展有限公司
Sichuan International Exhibition Co., Ltd.

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贵州省人民政府
Guizhou Provincial People's Government
云南省人民政府
Yunnan Provincial People's Government
西藏自治区人民政府
The People's Government of Tibet Autonomous Region
陕西省人民政府
Shaanxi Provincial People's Government
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青海省人民政府
Qinghai Provincial People's Government
宁夏回族自治区人民政府
People's Government of the Ningxia Hui Autonomous Region
新疆维吾尔自治区人民政府
People's Government of the Xinjiang Uygur Autonomous Region
内蒙古自治区人民政府
People's Government of the Inner Mongolia Autonomous Region
广西壮族自治区人民政府
People's Government of the Guangxi Zhuang Autonomous Region
新疆生产建设兵团
Xinjiang Production and Construction Corps

2016 第十六届 中国西部国际博览会

The 16th Western China International Fair

中国·四川·成都 2016.11



四川国际会展有限公司

Sichuan International Exhibition Co., Ltd.



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第十六届中国西部国际博览会
THE 16TH WESTERN CHINA INTERNATIONAL FAIR

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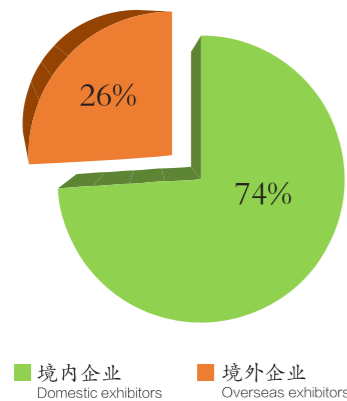


01 展览概况 | Overview of the Fair

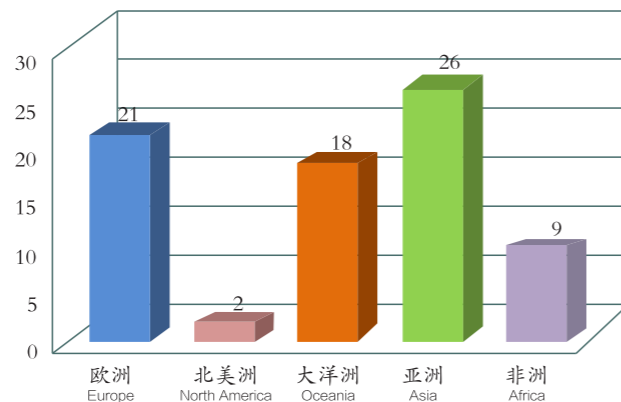
2016年11月3日至11月14日，第十六届西博会在成都世纪城新会展中心分两段举办，融展览展示、贸易洽谈与投资促进于一体。展览总面积达**20万平**方米，位居西部第一、全国同类展会前列。本届西博会共有**76个**国家（地区）的**9027家**企业参展，其中境外嘉宾超过**2万人**，境外参展企业**2347家**，分别占总数量的**33.3%**，**26%**。两段展览共吸引来自全国各地**51万人次**观众踊跃观展。其中，第一段观众为15万人次，第二段观众为36万人次。

The 16th Western China International Fair took place from Nov. 3 to Nov. 14, 2016 at Century City New Conference & Exhibition Center, Chengdu. As a large-scale event consisting of two stages, the fair combined shows, trade talks and investment promotions. The fair totaled a floor area of **200,000 m²**, ranking first in Western China and above most similar domestic shows. Altogether **9,027** exhibitors from **76** countries and areas took part, including over **20,000** VIPs and **2,347** overseas exhibitors which are respectively **33.3%** and **26%** of total amount. The first stage drew 150,000 visits from nationwide and the second stage drew 360,000 visits from nationwide, totaling 510,000 visits.

本届西博会境内外企业数比
Domestic exhibitors vs. overseas exhibitors



本届西博会五大洲国(地区)参展家数(个)
Countries and areas by continent



02 展商分析 | Exhibitor Analysis

本届西博会共设置**9类**专业展馆，突出装备制造、航空、应急、电子信息、新能源、新材料等重点产业，首次设置战略新兴产业馆、教育馆、国际时尚生活馆、体育馆、文化创意馆，专业展面积同比增长**80%**。

The fair highlighted **nine** industries, giving prominence to equipment manufacturing, aeronautics, emergency response, electronics & IT, new energy and new material. With new pavilions dedicated to strategic emerging industries, education, Stylish Life China, sport, culture & creativity, the floor area of pavilions of industry stood **80%** above the last fair.

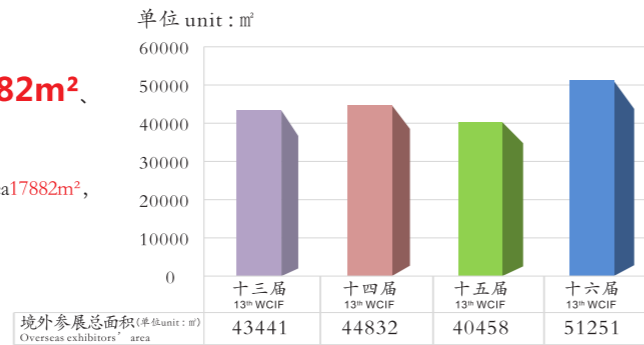
馆别 Pavilions	面积(平方米) Floor area(m ²)	参展企业数(家) Exhibitors
西部合作馆 Western China cooperation	22,000	1273
国际合作馆 International Cooperation	11,000	1257
一带一路馆 "Belt and Road Initiatives" Cooperation	28,500	2406
应急产业馆 Emergency Equipment	11,000	72
电子信息馆 Electronics & Information	11,000	260
战略新兴产业馆 Strategic Emerging Industries	11,000	47
航空馆 Aviation	11,000	61
教育馆 Education	11,000	85
装备制造馆 Equipment Manufacturing	11,000	87
国际时尚生活馆 Stylish Life China	22,000	574
体育馆 Sport	11,000	103
创意产业馆 Creation	11,000	51
农博会馆 Sichuan Agricultural Fair	28,500	2751



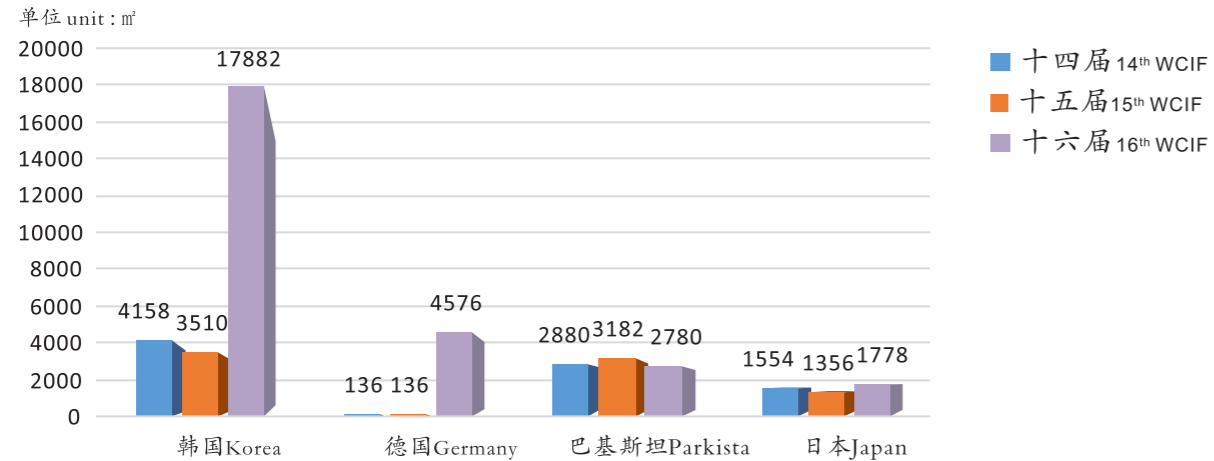
境外数据统计 Overseas Exhibitor Stats

本届西部国际博览会参展面积增长较大的国家：韩国**17882m²**、德国**4576m²**、巴基斯坦**2780m²**、日本**1178m²**。
The nations having the relatively larger growth of the total floor area : Korea**17882m²**, Germany**4576m²**, Parkistan**2780m²**, and Japan**1178m²**.

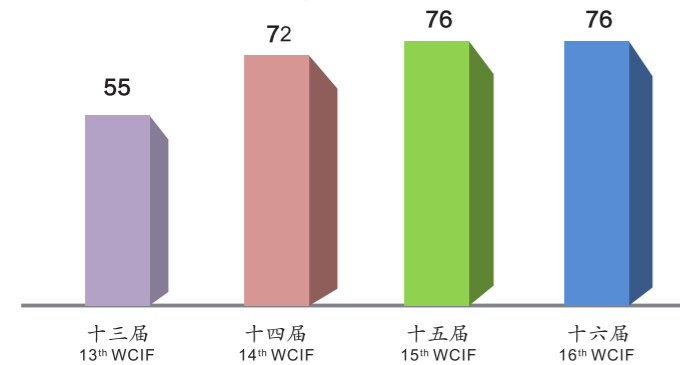
近四届西博会境外参展总面积对比
Overseas exhibitor stats in recent four fairs (floor area)



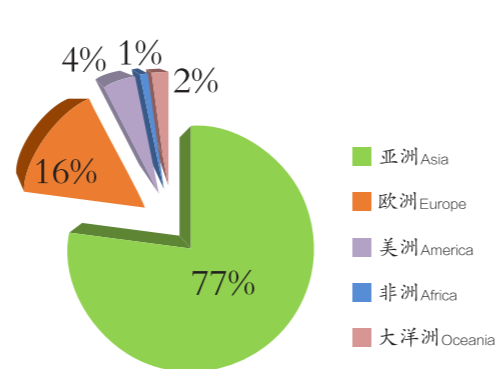
近三届部分国家参展面积对比
Floor area of some participating nations in recent three fairs



近四届西博会参展国家数 (个)
Participant country number in recent four fairs



本届西博会五大洲参展面积比
Floor area by continent



本届五大洲参展企业数量比
Floor area by continent

亚洲 Asia	81.32%
欧洲 Europe	12.18%
美洲 America	2.24%
非洲 Africa	1.35%
大洋洲 Oceania	2.91%

注：境外参展企业总共1338家，其中亚洲1088家，欧洲163家，美洲30家，非洲18家，大洋洲39家。

Note: The fair totaled 1,338 overseas exhibitors, including 1,088 from Asia, 163 from Europe, 30 from America and 18 from Africa.

境内数据统计 Domestic Exhibitor Stats

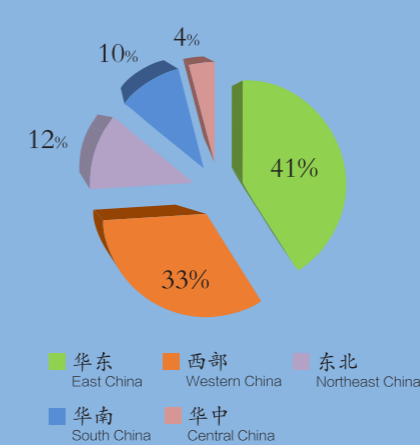
1 本届西博会华东片区参与程度有了大幅度提升，同比增长**28.6%**，西部地区33%，东北地区12%，华南地区10%，华中地区4%。

The number of domestic exhibitors spiraled to a high record during the 16th WCIF in comparison with the last fair. At the same time, the year-on-year growth of participation from East China reaches **28.6%**. Stats showed participation from other areas grew steadily — 33% from Western China, 12% from Northeast China, 10% from South China and 4% from Central China.

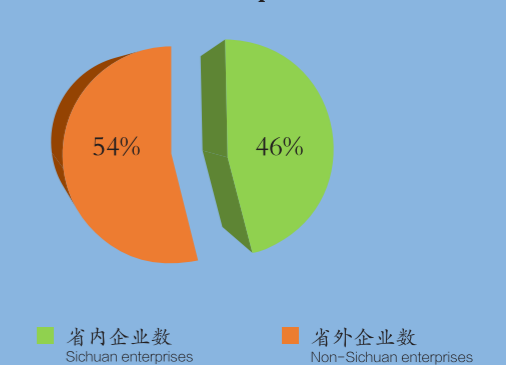
2 本届西博会境内参展企业共计**6680家**，其中省外参展企业**3069家**，省内参展企业达到**3611家**。

The fair totaled **6,680** domestic exhibitors, including **3,611** Sichuan exhibitors and **3,069** from other than Sichuan. There was a substantial increase in Sichuan exhibitors in comparison with the last fair.

企业数量
Exhibitor number



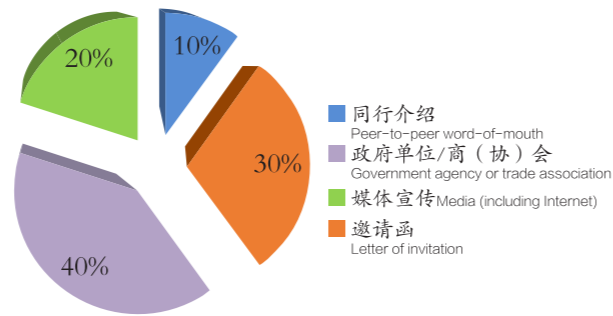
省内外企业数对比
Sichuan enterprises vs. non-Sichuan enterprises



参展企业调查 Exhibitor Survey

1 信息获取途径 Path of Information Acquisition

参展商主要通过同行介绍和邀请函了解西博会相关信息，分别占10%、30%，通过网络媒体和政府单位/商（协）会的比例占20%、40%。



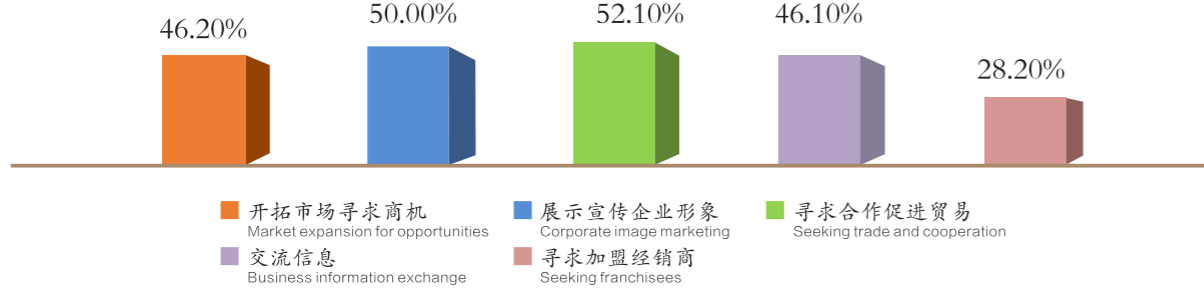
Exhibitors acquired WCIF information primarily through peer-to-peer word-of-mouth (10%) and letter of invitation (30%). Internet (20%) and government agencies or trade associations (40%) also took a substantial part.

2 参展目的 Exhibitor Objective

参展商的主要目的是为开拓市场寻找商机、展示宣传企业形象、寻求合作促进贸易、交流信息、寻求加盟经销商，比重分别占46.2%、50%、52.1%、46.1%、28.2%，76%的参展商表示实现了会前预期目标，对展会效果表示满意。

Market expansion for opportunities, corporate image marketing, seeking trade and cooperation, business information exchange and seeking franchisees accounted for 46.2%, 50%, 52.1%, 46.1% and 28.2%, respectively. 76% of the interviewed exhibitors expressed satisfaction with the fair, confirming fulfillment of goals.

参展商参展目的调查表
Exhibitor objective survey



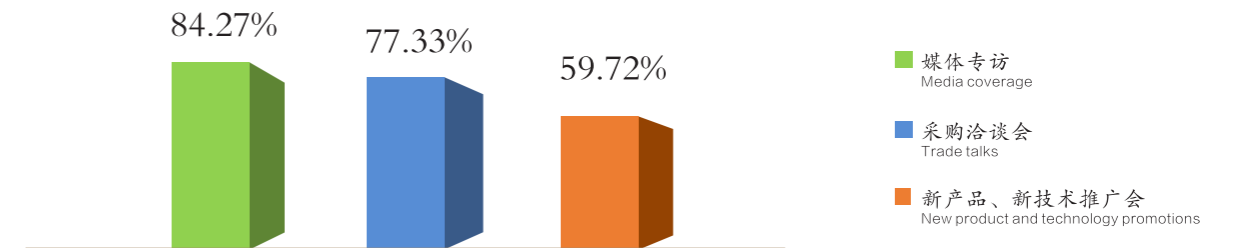
3 展会满意度 Satisfaction with the fair

广大参展商对本届西博会组织服务工作及参会实效给予了高度评价，据现场问卷调查，展商满意度达**90%**，**60%**的展商明确表示将继续参加下届西博会。

Most exhibitors thought highly of the fair and the organizer's services. A questionnaire-based field survey revealed a **90%** satisfaction, with **60%** of the exhibitors confirming participation in the next fair.

总体评价	展览环境	现场服务	展区规划	专业水平	组织招商	国际水平	经贸合作	交通组织
Overall satisfaction	Environment	Service	Area planning	Professionalism	Advertising and promotion	International influence	Content	Transport support
90.4%	95.45%	91.7%	91.4%	90.0%	88.4%	86.7%	85.7%	71.8%

4 活动满意度 Satisfaction with the Activities



部分参展商（不分主次）
Logos Of Major Exhibitors (no Order Of Precedence)

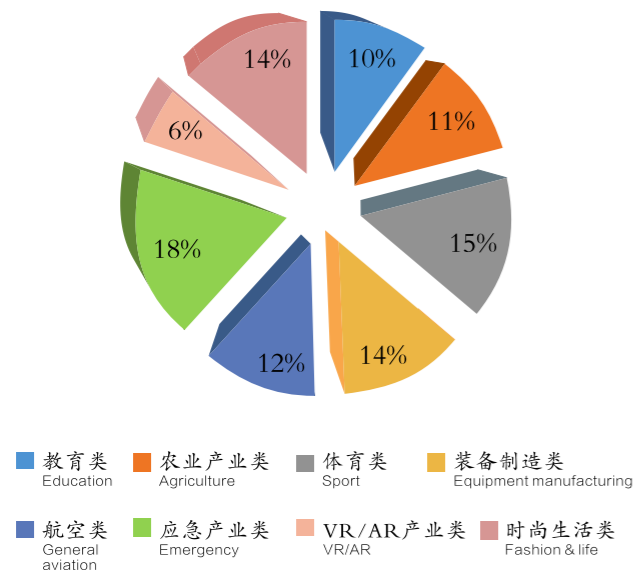


03 专业观众分析 | Professional Visitor Analysis

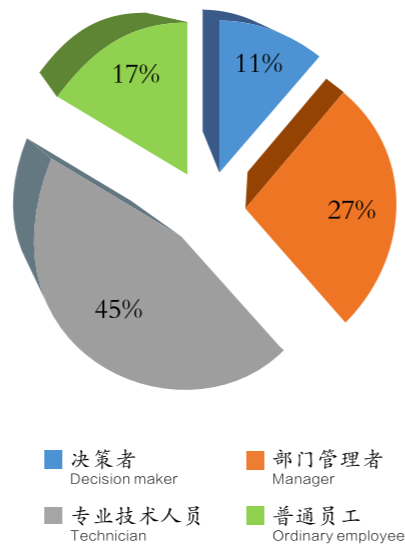
第十六届西博会专业观众有**9.1**万人次，到会参观采购、洽谈合作，是上一届的**2.7**倍。

The exhibition drew **9.1** professional visits for purchases and trade negotiations, **2.7** times that during the last fair.

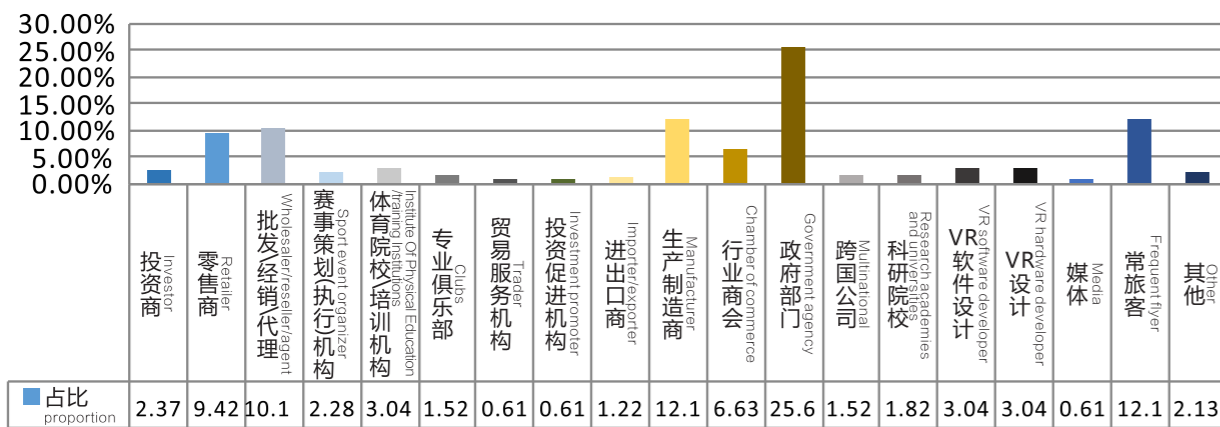
所属行业分析
Sectors



职位分析
Posts



所属机构分析
Employers





04 展会反响 | Reactions to the Fair

四川有西博会这一集中的平台，能够迅速推动川俄合作进程。每年西博会与国际论坛期间，四川都表现出非常大的积极性，也推动川俄合作。

Having a concentrated platform such as the Western China International Fair is conducive to quickly promoting the progress of cooperation between Sichuan and Russia. During the WCIF and other international forums every year, Sichuan Province has always shown great enthusiasm and has dedicated much to galvanizing Sichuan-Russia cooperation.

——俄罗斯原第一副总理 奥列格·索斯科维茨
former First Deputy Prime Minister of Russia
Oleg Soskovets

我很感谢收到中国大使馆和合作伙伴的邀请，来参加这次在成都举办的盛会。这次西博会给我的印象很深，我觉得它是很完美的一次活动。

I am very grateful to have received an invitation from the Chinese embassy and cooperation partners for participation in this grand event held in Chengdu. This Western China International Fair was very impressive, and I think it was a perfect activity.

——马尔代夫经济发展部副部长 默罕穆德·阿里斯
Vice Minister of Economic Development of Maldives
Mohammad Aris

不断的深入了解让我们意识到，四川位于“一带一路”战略的重要节点，是中国西部的重要增长极，蕴含着全新的发展机遇。两年前，四川与荷兰的林堡省缔结国际友好省际关系，如今正是进一步深化合作的时候，我们非常期待能与四川在生命科学、智慧服务、化工以及农业等领域展开技术合作和交流。

Continual in-depth understanding has allowed us to realize that Sichuan is located at an important node on the "Belt and Road" strategy, and is a key growth pole of western China, which means it holds brand new developmental potentials. Two years ago, Sichuan and the Dutch province of Limburg formed international friendship provinces relations, and right now is an opportune moment to deepen collaborations. We are very excited to engage in technical cooperation and exchanges with Sichuan in areas such as life sciences, intelligent services, chemical engineering and agriculture.

——荷兰前副首相 马克西姆·费尔哈亨
former Deputy Prime Minister of the Netherlands
Maxime Verhagen

德国副总理兼经济和能源部部长带领大约90位企业家组成的大型代表团来到四川西博会，德国与四川的交流，正在延伸到城市，交流的层级越来越多，越来越具体。

The Vice Chancellor and Minister of Economic Affairs and Energy of Germany led a large-scale delegation comprised of about 90 business executives to participate in the Western China International Fair in Sichuan. The exchanges between Germany and Sichuan has extended to the municipal level, and the levels of exchange have increased and become more specific. We are ready as the Guest of Honor Nation and we will not disappoint.

——德国驻成都总领事 施恪
Consul-general of Germany in Chengdu
Klaus Schmidt

西博会是一项非常重要、有影响力的国际活动。捷克连续多年参加西博会，取得了非常好的效果。

The Western China International Fair is a very important and highly influential international event. The Czech Republic has participated in the WCIF for many consecutive years and has obtained fantastic results.

——捷克驻成都总领事馆总领事 诺子博
Consul-general of the Czech Republic in Chengdu
Zbynek Noha

四川的整体投资环境好，对于人才和科研成果转化意愿也非常强烈，通过此次西博会，让社会更加了解同济大学的科研成果，并且进一步推动科研成果和项目的落地发展。

Sichuan's overall investment environment is excellent, and its willingness to commercialize talent and scientific research results is very strong. I hope that through this Western China International Fair, more facets of society can acquire a better understanding of the scientific research accomplishments of Tongji University, and further promote the landing and development of scientific research accomplishments and projects.

——同济大学党委副书记 徐建平教授
Deputy Secretary of Party Committee of Tongji University
Professor Xu Jianping

四川是中国最友好最开放的地方之一，除了大型企业之外，很多中小企业都喜欢在这里发展，英国企业希望成为其经济增长的一部分。

Sichuan is one of China's friendliest and most opened locations. Other than major corporations, many small and medium enterprises also like to seek development here. British companies hope to become a part of its economic growth.

——英中贸易协会主席 沙逊勋爵
Chairman of China-Britain Business Council
Lord Sasson

中国企业不仅要跟工业4.0接轨，还要跟国际接轨，尤其是跟科技发展的最新前沿能够接轨。我觉得每个中国企业都需要转型升级，而对于四川乃至西部地区来说更迫切，要加强东西部人才的流动，双方的交流是很重要的。

Chinese enterprises not only have to integrate into Industry 4.0, they also need to integrate internationally, in particular integrating with the cutting edge of scientific and technological development. I believe that each Chinese enterprise needs to transform and upgrade, which is even more urgent for those in Sichuan and western China. Efforts needs to be made to strengthen the flow of talents between eastern and western China, and such exchanges between the two sides are important.

——中国工程院院士、国家973项目首席科学家 谭建荣
Academician of the Chinese Academy of Engineering, Chief Scientist of the National 973 Program
Tan Jianrong



这几年的西博会促进了很多大项目的合作，它是一个提高企业知名度、提供发展机遇的良好平台。

The Western China International Fair of the past few years promoted the cooperation of many substantial projects. It is a wonderful platform conducive to raising an enterprises' reputation and providing enterprises with developmental opportunities.

——成都国际航空枢纽综合功能区管委会副主任 蒲钊胜
Deputy Director of Chengdu International Aviation Hub Comprehensive
Function Zone Management Committee
Pu Zhaosheng

我们通过西博会这个国际平台引起国际酒业对泸州老窖品牌的关注。在本次西博会上我们收获很大。我们的展馆紧邻欧盟展馆，很多外国人过来品尝鸡尾酒伸出大拇指称赞，这也坚定了我们白酒与时尚、国际接轨的信心。

Through the Western China International Fair global platform, we primarily wanted to attract the attention of the international liquor industry to the Luzhou Laojiao brand. This year's WCIF was very productive for us. Our exhibition venue is adjacent to the European Union's hall, which resulted in many foreigners coming to us to try our cocktails and they all gave us two thumbs up. This reinforced our confidence in that baijiu can assimilate into fashion trends and the international community.

——泸州老窖股份有限公司董事、
党委副书记、常务副总经理 王洪波
Chairman, Deputy Secretary of Party Committee and Deputy
General Manager of Luzhou Laojiao Co., Ltd.
Wang Hongbo

我们是2015年入围国家第一批智能制造生产示范，是全国14家之一也是西南地区唯一一家。我们通过西博会在行业里把好的一些做法和经验进行分享，特别是在中国西部地区。

We are a part of the first batch of national intelligent manufacturing model enterprises in 2015, and only one of 14 throughout the country, as well as the only one in southwestern China. We want to share some methods and experiences of the industry through the Western China International Fair, especially for the western part of China.

——长虹智能制造研发中心总经理 潘晓勇
General Manager of Changhong Intelligent Manufacturing
Research and Development Center
Pan Xiaoyong

本届西博会对网成科技的VR体验起到很大的推动作用，而且让更多的VR体验店明白，VR行业是内容驱动的行业，内容更加丰富才能更好地带来用户体验。

This edition of the Western China International Fair will be instrumental in promoting the VR experience of Wangcheng Technology, and it will also compel many VR experience stores to realize that the virtual reality industry is one driven by contents. Only with richer contents will user experience improve.

——成都网成科技有限公司CEO 孙重羽
CEO of Chengdu Wangcheng Technology Co., Ltd.
Sun Chongyu

通过西博会，打开中国Metonne品牌婴幼儿市场，并且已跟很多商家进行了协商，保证一个很好的后期效果。

To achieve a well effect in Chinese market, Metonne utilized the platform of the WCIF to open Chinese infant products market and negotiate with plenty of dealers.

——韩国Metonne品牌CEO 金敬勳
CEO of Premium baby product brand METONNE
Jingxun Jin

透过西博会，向参观者传递了成都伊藤持续19年在关注公益、关注食品安全上做出的努力，传递企业的社会责任。

Nineteen years, through the WCIF, Chengdu Ito Yakado persists in concerning public benefit, food safety and social responsibility of enterprises.

——成都伊藤洋华堂总经理 樋口昭
General Manager of Chengdu Ito Yakado
Kouzhaio Tong

第三次参加西博会，西博会是一个很好的平台，基本囊括了各行各业。通过这个平台，我们也认识了许多的合作伙伴并洽谈了合作，受益匪浅。

It is our third time to participate the WCIF. We always recon that the WCIF is a fantastic and effective platform containing various sectors, which offers us lots of opportunities to met cooperation partners and foster negotiations.

——四川西林凤腾通用航空有限公司 周兴鑫
SICHUAN XILINFENGTENG GENERAL AVIATION CO.,LTD.
Xingxin Zhou



05 专项活动 | Special Activities

展 览配套活动均有明确的主题和目标，且大多聚焦于细分前沿产业领域，开展了相关产业专场对接活动**40场**，其中，2016智能制造-工业4.0中德论坛、亚洲教育论坛、体育嘉年华、GLA电竞黄金联赛、飞客大会反响极好。

All the support activities had definite themes and objectives and mostly focused on the frontiers of market segments. These included **40** trade talks involving various industries China-Germany Forum, Education Forum for Asia Annual Conference, Sport Carnival, GLA Gold League Finals and Flyer Convention drew positive responses and served to bring professional visitors and exhibitors closer.



部分重要活动列表 Part of the Major Activities

活动名称 Activities	规模 scale	活动名称 Activities	规模 scale	活动名称 Activities	规模 scale
第九届中国西部国际采购商大会 暨首届中国西部公共采购大会 The 9th Western China International Sourcing Fair & the 1st Western China Public Sourcing Fair	200人 Persons	2016亚洲教育论坛年会 2016 Asia Education Forum Annual Meeting	200人 Persons	2016中国西部国际 VR&AR产业高峰论坛 Summit Forum of 2016 Western China International VR&AR Industry	200人 Persons
首届中国西部体育 产业发展论坛 The First Western China Sport Industry forum	200人 Persons	2016中国（成都）国际 应急产业发展论坛 2016China (Chengdu) International Emergency Response Industry Development Forum	300人 Persons	GLA电竞黄金联赛 G.L.A E-Sports Golden League	100人 Persons
第四届四川农业合作发展大会 The 4th Sichuan Agricultural Cooperation Development Forum	320人 Persons	2016智能制造 —工业4.0中德论坛 2016 Sino-German Forum on Intelligent Manufacturing and Industry 4.0	500人 Persons	飞客大会 Western China Phreak Conference	100人 Persons

06 宣传推广 | Marketing

本 届西博会受到海内外媒体广泛关注，**345家**各级各类媒体的**1503名**记者参与采访报道。本届西博会盛况亮相纽约时代广场，**Google**展示本届西博会专业展馆次数高达**20,454,836**次，点击率为**0.32%**。

The 16th WCIF intensely attracted domestic and foreign media's attention. There are **345** media and **1503** journalists participating in the report of the exhibition. The Times Square screen featured in an auto-scroll way the grand opening of the German Pavilion hosted by the guest of honor country Germany, while Google stats indicated **20,454,836** clicks (CTR: **0.32%**) on professional pavilions .





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- 01** 中国西部国际博览会进出口商品展
WCIF Import & Export Fair
联系人(Contact): 毛宇 Mao Yu
联系电话(Tel.): +86 28 86210343
传真(Fax): +86 86210343
邮箱(Email): maoyu@wcif.cn
- 02** 天府金融博览会
Tianfu Financial Fair
联系人(Contact): 张翼 Zhang Yi
联系电话(Tel.): +86 28 86210101
手机 (Mob): +86-18683258181
传真(Fax): +86 86210342
邮箱(Email): zhangyi@wcif.cn
- 03** 中国西部国际教育博览会
Western China International Education Expo
联系人(Contact): 陶永怡 Tao Yongyi
联系电话(Tel.): +86 28 86210242
传真(Fax): +86 86210242
邮箱(Email): taoyongyi@wcif.cn
- 04** 中国西部国际航空旅游服务展
Western China International Aviation and
Tourism Services Exhibition
联系人(Contact): 门诗清 Men Shiqing
联系电话(Tel.): +86 28 86210054
传真(Fax): +86 86210127
邮箱(Email): menshiqing@wcif.cn
- 05** 中国西部国际VR&AR与人工智能展览会
Western China International Expo on Artificial
Intelligence and VR/AR Industry
联系人(Contact): 胡适知 Hu Shizhi
联系电话(Tel.): +86 28 86210176
传真(Fax): +86 86210127
邮箱(Email): hushizhi@wcif.cn
- 06** 中国西部国际体育产业博览会
Western China International Sports Industry Expo
联系人(Contact): 雍雪松 Yong Xuesong
联系电话(Tel.): +86 28 86925183
传真(Fax): +86 86210127
邮箱(Email): yongxuesong@wcif.cn
- 07** 中国(成都)国际应急产业装备与技术展
China (Chengdu) International Emergency Response
Industry Equipment and Technology Exhibition
联系人(Contact): 李承杰 Li Chengjie
联系电话(Tel.): +86 28 86210092
传真(Fax): +86 86210342
邮箱(Email): lichengjie@wcif.cn
- 08** 中国西部非常规能源·油气技术装备博览会
Western China Non-conventional Energy · Petroleum
and Natural Gas Technology and Equipment Expo
联系人(Contact): 李承杰 Li Chengjie
联系电话(Tel.): +86 28 86210092
传真(Fax): +86 86210342
邮箱(Email): lichengjie@wcif.cn
- 09** 四川国际农业博览会
Sichuan International Agriculture Expo
联系人(Contact): 杜发明 Du Faming
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