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سارت جمهوری اسلامی ایران - پکن



۷۹۰۱۷۷۲۰

بسمه تعالی

جناب آقای محمدی

دستیار وزیر و مدیرکل محترم آسیا و اقیانوسیه

موضوع: نمایشگاه گردشگری راه ابریشم شی ان چین

با سلام و احترام

به پیوست اطلاعیه برگزاری نمایشگاه سالانه گردشگری راه ابریشم شهر شی ان استان شانسی چین که مقرر است از تاریخ ۹ لغایت ۱۱ اوت برابر با ۱۹ تا ۲۱ مردادماه برگزار شود جهت انعکاس به معاونت گردشگری وزارت میراث فرهنگی، صنایع دستی و گردشگری ایفاد می گردد.

لازم به اشاره است در رویداد سال گذشته حدود ۸۰۰ مجموعه گردشگری از ۲۷ کشور به همراه ۲۱ استان چین حضور پیدا کردند.

با عنایت به اهمیت و جایگاه تاریخی، تمدنی و فرهنگی استان شانسی و ظرفیت های گردشگری این استان شایسته است پیگیری های لازم به منظور حضور در این رویداد معمول و این نمایندگی از نتیجه مطلع گردد.

محسن بختیار

سفیر

رونوشت :

جناب آقای غریب نژاد معاون محترم همکاری های فرهنگی و سمن ها مرکز دیپلماسی عمومی

آقای فرازی سرپرست محترم اداره اول آسیا و اقیانوسیه (چین و مغولستان)

جناب آقای دولت یار رئیس محترم نمایندگی وزارت امور خارجه در استان اصفهان - اصفهان

آقای بهرامی



2024

2024 Xi'an Silk Road International Tourism Expo

邀请函

时间：2024年8月9日—11日 地点：中国·西安国际会展中心

Date: Aug. 9, 2024-Aug.11, 2024 Venue: Xi'an International Convention and Exhibition Center

主 办：陕西省文化和旅游厅
协办单位：陕西省各市(区)文化和旅游局
承办单位：西安曲江新区管理委员会
执行单位：西安西部文化产业博览会有限公司

Organizations

Organizers: Shaanxi Provincial Department of Culture and Tourism

Co-organizers: Bureaus of culture and tourism of Shaanxi cities (districts)

Sponsor: Administrative Committee of Xi'an Qujiang New District

Executor: Xi'an Western China Culture Industries Expo Co., Ltd.

【展会介绍】

【Expo overview】

西安丝绸之路国际旅游博览会(以下简称“西安丝路旅博会”)自2014年已成功举办八届,是由陕西省文化和旅游厅主办的国内首个以“丝绸之路”为主题的大型旅游业盛会,也是推进国际旅游合作的重要平台。目前西安丝路旅博会已逐步成为中国西部规模大、市场认可度高、覆盖范围广、辐射全球旅游业盛会。

The Xi'an Silk Road International Tourism Expo (hereinafter referred to as "the Expo") has successfully been held eight times since 2014. It is the first large-scale tourism event in China with the theme of "Silk Road" jointly sponsored by the Shaanxi Provincial Department of Culture and Tourism. It is also an important platform for promoting international tourism cooperation. Currently, the Expo has gradually become the largest, most highly recognized, and widely covered tourism event in western China, with a global radiation effect.

上届西安丝路旅博会共吸引27个国家和地区、21个省(区、市)代表团、28家外省地级市及区县代表团、陕西12个地市代表团、800余家文化旅游企业、9800余名展商参展,15万人次走进展馆观展。会期成功签约29个重点文旅项目,签约金额

143.48 亿元，其中签订合同 10 个，签约金额 26.86 亿元；签定协议 19 个，签约金额 116.62 亿元。展会现场交易额达 6000 余万元，拉动市场消费超 1.2 亿元，为各地区交流合作搭建了重要平台。

The previous Expo attracted a total of 27 countries and regions, 21 provincial (autonomous region, municipality) delegations, 28 foreign provincial-level cities and county delegations, 12 delegations from Shaanxi Province, over 800 cultural and tourism enterprises, and more than 9,800 exhibitors. Over 150,000(person-time) visited the exhibition. During the Expo, 29 key cultural and tourism projects were successfully contracted, with a total contract amount of 14.348 billion yuan, including 10 contracts with amount of 2.686 billion yuan and 19 agreements with amount of 11.662 billion yuan. The on-site transaction volume of the exhibition reached 60 million yuan, stimulating market consumption of over 120 million yuan, and providing an important platform for cooperation and exchange between regions.

为积极深化“一带一路”倡议，持续加强丝绸之路沿线国家和地区旅游业的相互交流与合作，2024 西安丝路旅博会将于 2024 年 8 月 9 日至 11 日在中国陕西西安国际会展中心举办。本届博览会规划面积 4.2 万平方米，通过展览展示、论坛活动、项目推介、商务考察、洽谈签约等多种形式，更好地发挥旅游为民、旅游带动作用，搭建起丝绸之路沿线旅游业交流合作，区域融合发展的重要平台，进一步扩大丝路旅游的影响力。

In order to actively deepen the "Belt and Road" initiative and continue to strengthen the mutual exchange and cooperation between the tourism industries of countries and regions along the Silk Road, the Expo is scheduled to be held from Aug. 9 to 11,2024 , at the Xi'an International Convention and Exhibition Center in Shaanxi Province, China. The exhibition area of this Expo is planned to be 42,000 m². Through various forms such as exhibition, forums, project recommendations, business investigations, negotiation and signing agreements. The Expo aims to better promote the role of tourism in benefiting the people and driving economic development, building an important platform for exchange and cooperation in the tourism industry along the Silk Road, and further expanding the influence of Silk Road tourism.

在此，我们诚挚邀请“一带一路”国家及相关旅游机构积极参展，借力西安丝路旅博会平台，加强交流合作，为推动旅游业高质量发展而共同努力。

Hereby, we sincerely invite countries involved in the "Belt and Road" initiative and relevant tourism institutions to actively participate in the exhibition. By leveraging the platform of the Xi'an Silk Road International Tourism Expo, we aim to strengthen exchanges and cooperation, and jointly promote the high-quality development of the tourism industry.

【参展商】

【Exhibitor】

旅博会的国际展商主要是通过驻华使领馆或旅游局组织以及通过市场邀请的来自世界各地的旅游企业，涵盖旅游产业链中的各类旅游产品和服务。包括使领馆旅游处、国家旅游局、旅游协会、酒店、航空公司、会奖旅游（MICE）、旅行社、购物/餐饮、奢华旅游（高端定制）、旅游技术、投资/咨询等领域的驻华机构、代表处、企业合伙人等。

The exhibitors we invited are tourism businesses coming from all over the world and covering the entire range of touristic products and services along the touristic value chain. Through embassies, consulates or tourism offices in China and tourism enterprises invited through the market.

Including the Chinese representatives, business partners in the field of Embassies travel section, National tourism authorities, Travel, Association, Hotel, Airline, MICE, Travel, Agency, Shopping/Catering, Customized Travel, Travel Technology, Investment/Consultant, etc.

旅博会通过中国西部本土特有的强大资源库以及靠谱的政府背景，精心邀约，充分利用有限的展会时间致力于为您成功打造资源对接的高效平台从而得到丰厚的交易利润。

Through the local and unique powerful resources base to western China and trustworthy government background, the expo will be professional invited Chinese buyers with focus on conducting successful and profitable deals for you, it's a good way to make the most of the limited time at the exhibition.

【往届展会数据】

【Previous Expo Data】

展会参数	2014	2015	2016	2017	2018	2019	2021	2023
展出总面积 (m ²)	20,000	20,000	28,000	40,000	40,000	40,000	42,000	100,000
参展商 (家)	101	500	600+	500+	500+	500+	800+	700+
参展国家及代表地区 (个)	32	33	42	32	35	43	18	27
专业观众 (人次)	3,000+	3,000+	3,000+	5,000+	7,500+	7,700+	7,000+	9,800+
公众 (人次)	30,000+	40,000+	56,000+	70,000+	90,000+	90,000+	60,000+	150,000+
Year	2014	2015	2016	2017	2018	2019	2021	2023
Total Area (m ²)	20,000	20,000	28,000	40,000	40,000	40,000	42,000	100,000
The Qty. of Exhibitors	101	500	600+	500+	500+	500+	800+	700+
The Qty. of Country and Region	32	33	42	32	35	43	18	27
The Qty. of Professional Audience (person-time)	3,000+	3,000+	3,000+	5,000+	7,500+	7,700+	7,000+	9,800+
The Qty. of General Public (person-time)	30,000+	40,000+	56,000+	70,000+	90,000+	90,000+	60,000+	150,000+

【部分往届参展国家】

【Part of Previous participated International Exhibitors】



【展馆划分】

【Exhibition hall Planning】

（一）交流合作馆（1号馆 1.6 万平方米）

Communication and Cooperation Venue (Hall 1: An area of 16,000 m²)

设国际交流展区、国内各省区市展区、陕西各地市展区。

International Communication Exhibition Zone, Exhibition Zone for China's Provinces, Regions, and Cities, Special Exhibition Zone for Shaanxi Municipalities and Cities.

内容涵盖：“一带一路”沿线国家和地区机构、企业、旅游目的地、旅行社产品及线路等；国内各省区市、推广机构、旅游商会、协会等单位特色旅游资源及红色旅游、乡村旅游等重点文旅项目；陕西省各地市旅游业发展新产品、新业态，突出乡村旅游、县域旅游、红色旅游等乡村振兴建设成果及重点文旅项目。

"Belt and Road" countries and regions institutions, enterprises, tourist destinations, travel agency products and routes, etc.; Characteristic tourism resources of domestic provinces, autonomous regions and municipalities, promotion agencies, tourism chambers of commerce, associations and other units, as well as key cultural and tourism projects such as red tourism and rural tourism; The tourism industry in various cities in Shaanxi Province has developed new products and new formats, highlighting the achievements of rural revitalization construction and key cultural tourism projects such as rural tourism, county tourism, and red tourism.

（二）旅游产品馆（2号馆 1.6 万平方米）

Tourism Products Venue (Hall 2: An area of 16,000 m²)

设旅游目的地展区、“旅游+”展区、旅游配套及服务展区、智慧旅游展区、非遗文创展区、旅游产品大卖场等。

Tourist destination exhibition area, "tourism+" exhibition area, tourism supporting and service exhibition area, smart tourism exhibition area, intangible cultural heritage exhibition area, tourism product hypermarket, etc.

（三）自驾游及户外运动装备展区（室外 1 万平方米）

Self-driving Tour and Outdoor Sport Equipment Exhibition Area (outdoor: An area of 10,000 m²)

设自驾游及露营装备展区、户外运动装备展区、户外装备集市。

Self-driving Tour and Camping Equipment Exhibition Zone, Outdoor Sport Equipment Exhibition Zone, Outdoor equipment market Zone.

【同期主要活动】

【Major Activities】

1. 交流餐叙暨陕西旅游推介活动: 2024 年 8 月 8 日 17: 00-19: 00
Get-together dinner party and Promotion Activity 17:00 - 19:00, Aug. 8, 2024
2. 开幕及巡馆活动: 2024 年 8 月 9 日 09: 00-10: 00

Opening and Venue Tour Activity 09:00 - 10:00, Aug. 9, 2024

3. 丝绸之路沿线国家旅游城市发展交流活动: 2024年8月9日 14:00—16:10
Exchange activities for the development of tourism cities in countries along the Silk Road
14:00 - 16:10, Aug. 9, 2024

邀请主宾国、丝路沿线国家及城市、国际旅游组织、国际旅行商协会、国内热点旅游城市、国内旅行商协会等汇聚一堂，探讨丝路沿线国际旅游合作，加强区域人文交流，打造“丝绸之路”旅游品牌，共同促进丝绸之路沿线地区旅游业繁荣发展，助力“一带一路”民心相通和务实合作。

Guest of Honour countries, countries and cities along the Silk Road, international tourism organizations, international travel dealers associations, domestic hot tourist cities, domestic travel agents associations, etc., will be invited to gather together to discuss international tourism cooperation along the Silk Road, strengthen regional cultural exchanges, build the "Silk Road" tourism brand, jointly promote the prosperity and development of tourism along the Silk Road, and promote people-to-people bonds and pragmatic cooperation along the "Belt and Road".

4. 2024 陕西文旅产业投融资大会: 2024年8月10日 9:00—11:00
2024 Shaanxi Cultural Tourism Industry Investment and Financing Conference
9:00 - 11:00, Aug. 10, 2024

拟邀请陕西省政府及相关部门领导、国内知名金融专家、中央（含驻陕企业）及其他省直有关单位负责人、头部企业嘉宾、省属重点文旅企业负责人、驻陕金融机构负责人、异地陕西商会企业家、国内知名文旅投资商等代表，通过发布、推介、签约等形式推广陕西省文旅投融资项目，共同构建陕西省文旅产业项目交流合作推广平台。Invite leaders of the Shaanxi Provincial Government and relevant departments, well-known domestic financial experts, heads of the central government (including enterprises in Shaanxi) and other relevant units directly under the provincial government, guests from leading enterprises, heads of provincial key cultural and tourism enterprises, heads of financial institutions in Shaanxi, entrepreneurs of Shaanxi Chamber of Commerce in other places, and well-known domestic cultural and tourism investors to promote cultural and tourism investment and financing projects in Shaanxi Province through release, promotion, signing and other forms, and jointly build a platform for exchange, cooperation and promotion of cultural and tourism industry projects in Shaanxi Province.

5. 2024 西安丝路旅博会公共舞台推介交流活动: 2024年8月9日-11日

Public Stage Promotion and Exchange Activity of the 2024 Xi'an Silk Road International Tourism Expo Aug. 9-11, 2024

6. 陕西文旅产品考察活动: 2024年8月10日

Shaanxi Cultural and Tourism Product Investigation Activity Aug. 10, 2024

7. 分会场活动

Parallel sessions

8. 专业买家洽谈会: 2024年8月9日

Business meetings for professional buyers and sellers Aug. 9, 2024

9. “秦潮”青年探展行动: 2024年8月9-11日

“Qin Culture” Youth Exhibition Exploration Activity Aug. 9 - 11, 2024

【收费标准】

【Charge standard】

1. 参展费用:

Participation fee:

展位规格 Size of the booth		收费标准 Fees	
			折合人民币约 approximately RMB
室内 Indoor	单面开口标准展位 (3m×3m/个) One side open standard booth(9m²)	1300美元/个 US\$ 1,300	8000元/个 8000RMB
	双面开口标准展位 (3m×3m/个) Two side open standard booth(9m²)	1400美元/个 US\$ 1,400	8800元/个 8800RMB
	光地 (36m²起订) Raw Space (construction fee not include)(mini size is 36m²) 36sqm on hire.	150美元/m² US\$ 150/m²	800元/m² 800RMB/m²
室外 Outdoor	空地展位 (100m²起订) Raw space(Mini size is 100m²)	100美元/m² US\$ 100/m²	600元/m² 600RMB/m²

注: 购买光地的展商, 需要自行寻找搭建商设计和搭建展位涉及到的费用自理; 也可以求助组委会, 支付额外费用 (含搭建和设计费), 有需求可与组委会协商。

Exhibitors who purchase bare space need to find their own builders to design and set up booths, at their own expense.

What if exhibitors are willing to another pay for construction fee and designed fee also could ask for the organizing committee assistance.

2. 广告费用:

Advertising costs:

会期广告 In-session Advertising	价格 Price	会期广告 In-session Advertising	价格 Price
会刊封面 Cover of the publication	20000元 20000RMB	封二扉页 Page 2 of the publication	15000元 15000RMB
会刊封三 Page 3 of the publication	10000元 10000RMB	楼幅广告 Banner	50000元/幅 50000RMB
会刊封底 Back cover of the publication	15000元 15000RMB	手提袋 Handbag	10000元/千个 10000RMB/thousand
证件广告 Certificate advertisement	50000元/千个 50000RMB/thousand	广告牌 Billboard	50000元/个 50000RMB

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