



PLCE 2019

2020亚太生鲜配送及冷链技术设备展览会

Asia-Pacific Perishable Logistics and Cold-chain Exhibition (PLCE
2020)

时间: 2020年3月4日-6日 地点: 广州·广交会展馆B区
Date: March 4th-6th, 2020 Venue: China Import and Export Fair
Complex

50000m²展会规模 700家参展商 80000名观众
50,000m² Show Floor 700 Exhibitors 80,000 Visitors

【主办单位】广东省对外经济合作企业协会|广东省经销商商会 |中国商业联合会智慧商业分会|亚洲商业与办公供应商联盟协会|广东鸿威国际会展集团有限公司

【Hosted by】

Guangdong Enterprises Association for Foreign Economic Cooperation
Guangdong Dealers Chamber of Commerce
China Smart Commercial Sub-Council (CSCSC)
Asia Business and Office Supplier Association
Guangdong Grandeur International Exhibition Group

【支持单位】中国仓储协会冷藏库分会|广东省交通运输行业协会|广东冷藏协会|广东省物流协会|广东医药行业协会|亚太自助售货行业联合会|中国交通运输协会农产品冷链物流专业委员会|《中国制冷》杂志

【Supported by】

Cool Store Branch of China Association of Warehousing and Distribution (CAWD)
Guangdong Provincial Transportation Association
Guangdong Refrigeration Association
Guangdong Logistics Profession Association
Guangdong Medical Industry Association
Asia Pacific Vending Industry Association
Agricultural Cold Chain Committee of China Communication and Transportation Association
China HVACR Magazine

【承办单位】 广东鸿威国际会展集团有限公司

【Organized by】 Guangdong Grandeur International Exhibition Group

【金牌赞助商、协办单位】 征集中!

【Sponsors & Supporters Wanted】

【同期活动】

2020中国国际生鲜冷链+新零售+互联网创新研讨会

参展商新品发布会

中外客商招待晚宴

【Live Activities】

2020 China Int'l Innovation Seminar on Cold Chain + New Retail + Internet

New Product Launch Event

Welcome Dinner

【同期展会】

2020第八届中国（广州）国际自助售货系统与设施博览交易会

2020第四届中国（广州）国际商业支付系统及设备博览会

2020第三届中国（广州）国际新零售及无人售货博览会

【Co-located Trade Shows】

The 8th China (Guangzhou) Int'l Vending Machines & Self-service Facilities Fair (VMF 2020)

The 4th China (Guangzhou) Int'l Commercial Payment System & Device Expo (CCP 2020)

The 3rd China (Guangzhou) Int'l New Retail & Unattended Vending Industry Expo (NRE 2020)

【展会概括】 【Event Introduction】

随着中国消费水平的快速提高，人们健康饮食的意识越来越强，消费生鲜产品的速度越来越快，对中国生鲜市场形成了庞大的市场需求。预计到2020年中国冷链市场将达到3479亿规模，当前，“一带一路”国家战略的实施，广东、上海、天津、福建自贸区的发力，中澳、中韩等贸易协定的签署，使得跨境冷链业务日益频繁，而大数据、互联网的崛起，又催生了生鲜电商、冷链宅配的兴起；近年来电商企业发展迅速，生鲜配送行业得到了政府与业界的高度关注。

A strong market demand for fresh produce is now driven by the increase of individual income and health consciousness. It is predicted that by 2020, China's cold chain market will reach 347 billion yuan. At present, with the implementation of the Belt and Road Initiative, the upcoming Guangdong, Shanghai, Tianjin, Fujian Free Trade Zones, and the signing of Sino-Australian, and Sino-Korean trade agreements, cross-border cooperation and trade in cold chain business are expected to be occurred more frequently in the future. The widening adoption of internet and big data has also given rise to fresh e-commerce, cold chain package delivery, which has drawn the attention of the government and all walks of life.

据专家预测，我国生鲜电商市场具有近万亿元人民币的潜力，被称为中国电商下一个千亿市场。据国务院办公厅公告，冷链物流行业也被提上国务院重点工作安排的议程，明确表示要健全食用农产品和食品冷链物流建设的运行标准，提高冷链物流水平。在国家对产业政策支持推动下，国内外资本巨头纷纷进入该领域，未来3-5年生鲜冷链配送市场需求巨大。

Experts predict that a billion-yuan fresh e-commerce market is taking shape in China, and the development of cold chain logistics industry has also been put on top of the agenda by the central government, which has explicitly stated that more efforts should be put in advancing cold chain logistics technologies, and perfecting industry codes and standards. As one of the most coveted sectors by investors at home and abroad, a boom for the fresh produce cold chain and logistics market will be occurred in the next 3-5 years.

2020亚太生鲜配送及冷冻冷链冷库技术设备展览会将在广州·广交会展馆隆重举办，展会规模和展商规模数量将逐届提高，同时更加专注于生鲜冷链物流全产业链展示平台的打造，重点推出国际展区、生鲜电商、冷库冷柜和生鲜冷链物流四大主题专区；并携手第八届中国(广州)国际自助售货系统与设施博览交易会（CSF）、第三届中国（广州）国际新零售及无人售货博览会（NRE）、第四届中国(广州)国际商业支付系统及设备博览会，汇聚了30多个国家展团和8万名专业观众，展出总规模50000平方米。致力于打造互联网+智慧全冷链解决方案的专业平台！

Asia-Pacific Perishable Logistics and Cold-chain Exhibition (PLCE 2020) will be held at China Import and Export Fair Complex, Guangzhou, with a bigger show floor and a bigger turnout of premium exhibitors. To build a display platform for the whole industry chain, the show will be comprised of 4 exhibition areas——International Exhibitors, Fresh E-commerce, Cold Stores & Refrigerators, and Cold Chain Logistics. The show will be co-located with China (Guangzhou) Int'l Vending Machines & Self-service Facilities Fair, China (Guangzhou) Int'l Commercial Payment System & Device Expo, and China (Guangzhou) Int'l Smart Retail Expo, together occupying 50,000 sq.m, sharing over 80,000 quality buyers from over 30 countries, building a professional platform for the display of internet-based smart cold chain logistics solutions!

【观众组织】多种方式、多种渠道、高密度、高强度邀请专业观众莅临参观

【Visitors Organization】 Multiple Approaches to Invite Professional Buyers

专业邀请：大会观众组织部门通过电话确认、传真表格和发请柬等形式，对组委会积累的专业卖家数据库进行“VIP邀请”，使客商在展会现场参观采购，同时获得行业市场发展趋势，技术创新及科学发展的最新资讯。

Professional Invitation: The team makes full use of the powerful data base of professional buyers to make "VIP invitations" to the clients by means of telephone, fax, and invitations, etc;

新闻推介：在目标城市举办推介会和新闻发布会，进行全方位的媒体宣传；您可以获得媒体聚焦，高效传播品牌信息。

News Publicity: Promotion conference and news conference are held in target cities, so as to conduct the all-around media publicity;

邮寄广告：通过大会组织机构、专业媒体等单位向海内外相关企业、采购商和专业人士直接邮寄参观邀请函，确保具备决策能力与采购实力的有效客户前来参会；收集销售商机，解释高质量买家及潜在客户。

Direct Mail: Invitation letter will be sent to overseas enterprises, buyers and professionals through organizations and professional media, to ensure the attendance of quality clients;

赠票计划：印制邀请函、请柬、参观券、海报等宣传品，通过上门拜访、专人派送等方式邀请；确保展会现场，您可以获得同行业相互交流，学习、积累行业经验。

Complimentary Tickets: Some promotional materials will be printed, such as invitation letter, tickets, poster, etc, to invite clients by direct visit or personal delivery;

组团邀请：与各地工业园区和经济开发区合作，组织参观团前来参观、洽谈、采购；确保通过行业分工及合作寻求新的商业机会。

Group Invitation: To cooperate with industrial parks and economic development zones for group visits;

展会宣传：选择参加国内外较具规模和影响的行业内专业展会，进行宣传推广和观众组织工作。

Exhibition Promotion: To participate in similar exhibitions/events at home and abroad for exhibition promotion and visitors organization;

配套活动：同期组织相关技术交流会，邀请相关企业的负责人到会交流并参观展览会。

Live Programs: Relevant technology exchange events will be organized to invite industry leaders to attend the conference and exhibition;

媒体宣传：主办单位将与国内外专业性杂志、报纸及网站达成合作，进行强势媒介宣传。

Media Publicity: To collaborate with domestic and overseas magazines, newspapers and websites for all-around promotion;

户外广告: 在城市交通要道、专业市场悬挂户外广告牌及条幅等，进行大规模的户外广告宣传。

Outdoor Advertising: The outdoor advertisements are displayed in urban traffic arteries and professional markets to carry out large-scale outdoor advertising.

【目标国家采购商邀请】 【Buyers Invitation】

国外客户邀请: 越南、老挝、柬埔寨、泰国、缅甸、马来西亚、新加坡、印度尼西亚、文莱、菲律宾、东帝汶、韩国、日本印度、孟加拉国、不丹、尼泊尔、巴基斯坦、斯里兰卡、马尔代夫等；

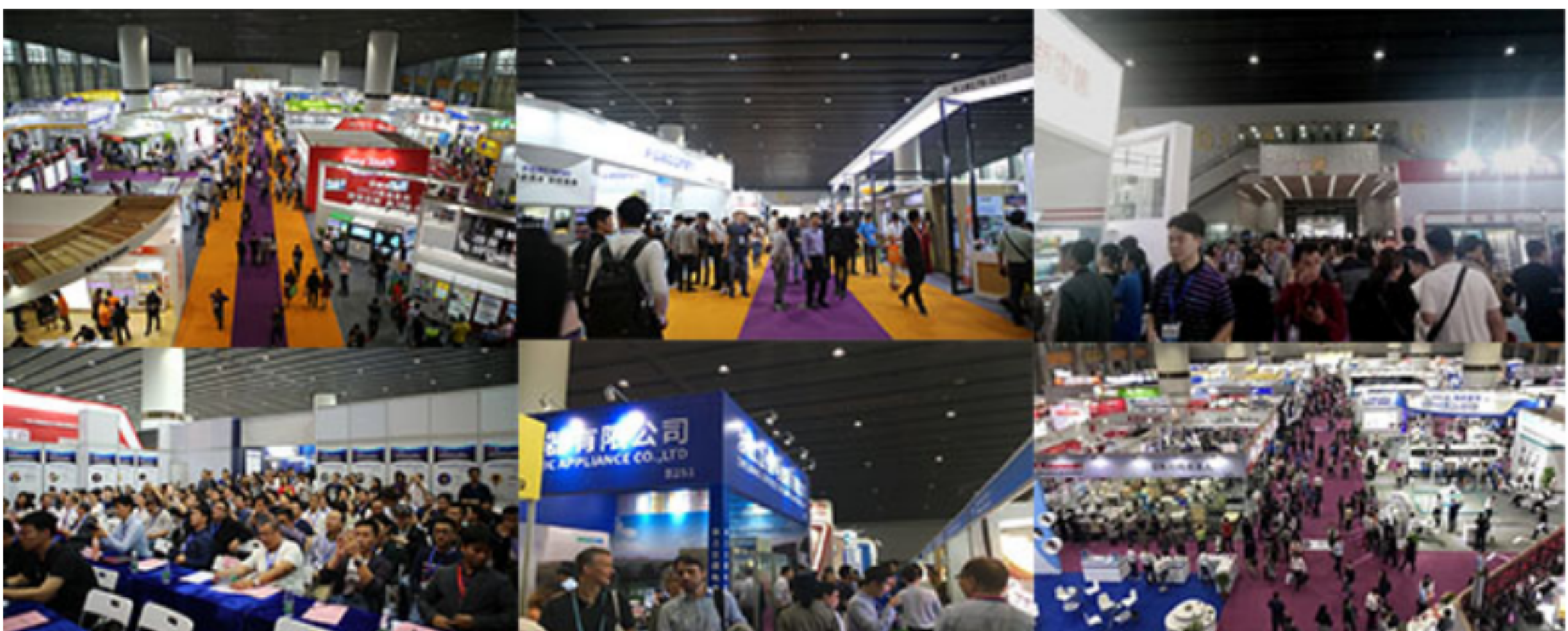
Overseas buyers from Vietnam, Laos, Cambodia, Thailand, Myanmar, Malaysia, Singapore, Indonesia, Brunei, Philippines, Timor-Leste, Korea, Japan, India, Bangladesh, Bhutan, Nepal, Pakistan, Sri Lanka, Maldives, and etc;

国内客户邀请: 中国香港、中国台湾、中国澳门、广东省、广西省、湖南省、湖北省、江西省、福建省、上海、北京、天津、江苏省、河南省、四川省、内蒙古自治区、甘肃省等；

Chinese buyers from Hong Kong, Taiwan, Macao, Guangdong, Guangxi, Hunan, Hubei, Jiangxi, Fujian, Shanghai, Beijing, Tianjin, Jiangsu, Henan, Sichuan, Inner Mongolia Autonomous Region, Gansu Province, etc;

观众预计80000人次。

Expected visitor turnout: 80,000 visitors plus repeat visits.



【目标观众】 【Target Visitors】

- ※ 水果和蔬菜、花卉等农产品生产加工流通、生物、食品、医药、生鲜电商、零售业；
- ※ 制冷与冷冻冷藏、保鲜设备和技术供应商；

- ※ 仓库/冷库业主、高级管理人员；
- ※ 餐饮、酒店、宾馆业及大型零售商、超市、大卖场和批发商；
- ※ 冷食经销商，冷食生产企业
- ※ 低温物流航运公司、公路、铁路、航空运输、集装箱公司、仓储代理、供应链解决方案提供商；
- ※ 农产品、食品、医药相关协会、疾控中心、大中型医药后勤采购部门；
- ※ 化妆品、保健品、烟草等加工；
- ※ 大中型机关团体、企事业单位、军队等后勤管理部门；
- ※ 农业、食品、商业流通、食品医药监管领域相关政府机构等
- Fruit, vegetable, and flower growers, processed produce manufacturers, online and offline retailers for food and medicine;
- Refrigeration, cool store, and preservation equipment and technology suppliers;
- Property owners and managers of cold stores/refrigerated warehouses;
- Caters, hotels, inns, retailers, supermarkets, shopping malls, wholesalers;
- Producers and distributors of cold foods and drinks;
- Cold chain, highroad, railway, and aviation logistics companies, warehouse agents, supply chain solution providers;
- Trade associations of produce, food, and medicine, centers for disease control and prevention;
- Manufacturers of cosmetics, wellness products, and tobaccos;
- State-owned enterprises, procurement departments of the military;
- State agencies of agriculture, food, commerce, medicine, and etc.

【展品范围】 【Exhibition Scope】

•**冷链信息系统：**冷链全程监控管理系统、食品安全追溯体系系统、3GPS设备、自动识别设备冷链配送及采购系统、条码技术、管理软件、物联网技术等；

Cold Chain Information Systems: shipment tracking systems, food safety tracing systems, 3GPS devices, automatic recognition systems, cold chain procurement and delivery systems, bar code technologies, management software, internet of things technologies, and etc;

•**冷藏冷冻运输设备及配件：**船舶冷藏集装箱、冷藏船、航空冷藏运输、冷藏车、厢体、改装冷藏车、冷藏机车、货柜冷藏车、保温车、车用冷藏机组及部件、车载冰箱、冷藏运输箱（医药级、食品级）、冷冻包装盒、保温箱(食品级)、冷藏包及冰袋等；

Refrigerated Vehicles & Accessories: reefer ships, reefers, insulated vehicles, refrigerated trucks/vans/trailers, refrigerated containers, refrigerated truck bodies, refrigeration units for vehicles, and etc.

•**冰鲜设备技术**：冰鲜库设备、冰鲜展示台、冰鲜展示柜、储藏柜、制冰片、冰机及冰鲜技术；

Preservation Equipment & Technologies: cold store equipment, commercial refrigerators, refrigerated display cases, thermoelectric coolers, absorption refrigerator, and etc;

•**冷冻冷藏柜陈列柜**：各类拼装式冷库、冷藏库和冷冻室、速冻设备、制冷机组、冷库板、冷库灯、冷库门、温控技术、冷库配件、冷库安全环保节能技术、冷库设计及冷冻设施照明节能技术等；超市冷藏柜、商用展示冷藏柜、特殊冷藏陈列柜、咖啡厅和餐厅用冷藏柜、生鲜柜、便携式冷柜、冷柜配件、实验室冷藏设备及配件等；

Refrigerated Display Cases: modular cool stores, quick freezing technologies, refrigeration units, insulated panels, cold storage lighting, cooler/freezer doors, temperature control technologies, energy-efficient technologies, cold storage design, commercial refrigerators, refrigerated display cases, portable refrigerators, lab refrigerators, accessories, and parts, and etc;

•**生鲜电商**：平台型电商、奶制品电商、直营电商、糕点电商、果蔬电商、花卉电商、肉制品电商、综合食品电商、水产品电商及进口食品电商等。

Fresh E-commerce: e-commerce platforms, direct-selling online retailers, online retailers of dairy products, pastries, fresh fruits and vegetables, flowers, meat products, aquaculture products, imported food, and etc.

•**综合制冷材料及配件**：蓄冷材料、密封材料、保温绝缘材料、相变材料、保鲜设备配件、冷柜与冷库配件等；

Refrigerants & Refrigerator Parts: thermal energy storage materials, sealing materials, insulation materials, phase change materials, accessories and parts for refrigerators, cold stores, and etc.

•**冷链物流及配送服务**：第三/四方冷链物流服务、冷链检测&监测服务、冷链信息化服务、冷链包装解决方案、冷链仓储物流园区、设计院及其他；

Cold Chain Logistics & Delivery Services: cold chain logistics services providers, cold chain testing & monitoring services, cold chain information services, cold chain packaging solutions, cold chain warehousing and logistics, and etc.

•**果蔬分选、加工、食品保鲜及包装设备**：果蔬分选系统、分选机、辅助设备，果蔬挑选输送机、切分机、果蔬清洗机、沥干机、护色机、脱水机、烘干机、去皮机、果蔬气调保鲜包装机、真空包装机、水净化杀菌包装机、臭氧杀菌装置、保鲜膜、保鲜袋、食品保鲜柜、生鲜零售设备、保鲜剂果蔬冰水保鲜设备、热处理保鲜设备、果蔬加工生产线、中央厨房专用设备，果蔬清洗线…、保鲜机械（真空包装机和收缩包装机）、贮藏技术及保鲜工作台等；

Fresh Produce Sorting, Processing, Preserving and Packaging Equipment: fruits and vegetables sorting systems, conveyor sorting machines, slicing machines, fruits and vegetables washing machines, dewatering machines, color protecting machines, drying

machines, peeling machines, packaging machines, vacuum packaging machines, modified atmosphere packaging machine, ozone disinfection machines, plastic wraps, storage bags, preservatives, heat treatment machines, fruit and vegetable processing machines, commercial kitchen equipment, fruits and vegetables washing conveyors, and etc;

•**食品安全快速检测设备：**食品微生物及霉菌检测、食品添加剂检测、食品安全快速检测、转基因食品检测、食品品质控制和测试、食品检测分析仪器、快速检测卡 试剂盒、食品成份检测、微生物、疫病、农残毒素检测、转基因成分检测仪器、化学元素检测、添加剂与配料检测、样品前处理分析仪器、水份及水质检测、食品检测仪器配件、耗材、金属、非金属元素及异物检测设备及第三方检测服务机构等；

Food Safety Testing Equipment: testing equipment and solutions for micro-organism and mold , food additive, genetically modified foods, diseases, moisture content, water quality, heavy metals, filth, and residual pesticides, food quality control, food analyzers, food testing kits, consumables for testing, testing services providers, and etc;

•**冷链仓储及搬运设备：**冷藏集装箱、冷库货架、输送设备、托盘、叉车及起重机等；

Cold Chain Warehousing & Loading: refrigerated containers, pallets, cold chain warehouse racks and shelves, forklifts, and etc.

【参展费用】

1、境内企业(双开口展位加收500元/个)		
标准展位	13800元/个	标准展位（3m×3m）：含三面白色围板（2.5米高）、洽谈台一张、折椅二把、日光灯二盏、中英文楣板、地毯。 空地展位：36m ² 起租，无任何设施，企业需自行设计、装修,由组委会代展览馆收取50元/m ² 装修管理费。
豪华展位	15800元/个	
空地展位	1500元/m ²	
2、境外企业(双开口展位加收USD100美元/个)		
标准展位	2600美元/个	标准展位（3m×3m）：含三面白色围板（2.5米高）、洽谈台一张、折椅二把、日光灯二盏、中英文楣板、地毯。 空地展位：36m ² 起租，无任何设施，企业需自行设计、装修,由组委会代展览馆收取50元/m ² 装修管理费。
豪华展位	3000美元/个	
空地展位	260美元/m ²	

【Booth Rate】

Standard Booth	USD 2600/9m ²	Standard Booth (3m*3m): 3 white surrounding boards (height: 2.5m), one table, two chairs, two spot lights, fascia in English and Chinese, and a piece of floor carpet.
Luxury Booth	USD 3000/9m ²	
Raw Space	USD 260/m ²	Raw Space: Minimum rental area is 36 square meters. No facilities provided. Additional management fee: RMB 50 /m ² . The booth should be built and decorated by exhibitors themselves.

封面	18000元	门票	12000元/2万张
封底	15000元	企业简介	1000元
封二、三、跨版	10000元	黑白内页	3000元
彩色内页	5000元	参观商证件广告	3万元/3万个
参观指南广告	3万元/5万张		

【2020会刊及其它广告】（广告版面由广告商自行设计）

【Ads Costs】（The ad should be designed by the exhibitor）

Cover	RMB 18000	Admission Ticket	RMB 12000/20000 pcs
Back Cover	RMB 15000	Exhibition Introduction	RMB 1000
Inside Front Cover/Inside Back Cover/Double Page Spread	RMB 10000	Black and white Inside Page	RMB 3000
Colored Inside Page	RMB 5000	Visitor Badge	RMB 30000/30000 pcs
Visitor Guidebook	RMB 30000/50000 pcs		



【参展程序】【Exhibition Procedure】

- ◆ 参展企业确定参展后，请确定展位位置，详细填写《参展申请表》，并加盖公章，复印营业执照副本加盖公章，寄到组委会办公室（下方地址）
- ◆ 展商报名后，参展企业请于五个工作日内汇款，请将汇款底单传至组委会（汇款帐户见参展申请表），逾期组委会将不保留展位；
- ◆ 组委会在最终确认参展商展位后，邮件发送《参展商手册》，手册包括展品运输、展台设计搭建、旅行及住宿安排、物品租用和服务员、广告以及签证申请等有关信息；
- ◆ 展览会期间，组委会统一开具参展费发票。
- ◆ 展位安排原则是“先申请、先付款、先分配”。但为保证展会的整体效果，组委会将保留最终调整展位的权利。

- Please carefully fill out Exhibitor Contract with company stamp before faxing or sending it to the Organizing Committee.
- The exhibition fee must be transferred to the appointed account within 5 workdays

after the exhibition application is confirmed, otherwise your booth will be waived.

- After the booth is confirmed, the “Exhibitor Manual” will be sent to the exhibitors, the content of which includes how to transport the exhibits, hotel information, facility rental, and other relevant information.
- The Organizing Committee will arrange booths according to the principle of “first come, first served”. The organizer reserves the right to move your booth to another location.
- During the exhibition, the Organizing Committee will give the invoices to exhibitors uniformly.

【组委会联系方式】 【更多资讯，请联络承办单位:广东鸿威国际会展集团有限公司】

负责人：黄俊哲13217581665（微信同号）

邮箱：2634672103@qq.com, 13217581665@163.com

电话：020-36657000

传真：020-36657099

展会官网：www.ipctgz.com

办公地址：广州市海珠区新港东路1000号保利世贸中心C座西塔7层（邮编：524000）

【Contact Us】

Tel: 020-3665700

E-mail: 2634672103@qq.com

Website: www.ipctgz.com

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