

2024

新西兰 - 中国商品博览会

NEW ZEALAND - CHINA PRODUCTS EXPO

2024年9月20-22日

Sept.20-22, 2024

新西兰奥克兰

Auckland, New Zealand





2024 新西兰 - 中国商品博览会

NEW ZEALAND - CHINA PRODUCTS EXPO

展会介绍

Introduction

时间 Time:	2024 年 9 月 19-22 日 (19 日为布展日, 20-22 日为展期) Sept.19-22, 2024 (19 Pack in day, 20-22 Event days)
地点 Venue:	新西兰 奥克兰市 ASB Showgrounds 展馆 ASB Showgrounds, Auckland, New Zealand
类别 Categories:	食品、轻工纺织、家居建材、电子产品、体育用品、光伏及储能设备、文旅产业、电商平台、金融、航运服务商等。 Food, Light Industrial Product, Textile, Home & Furnishing, Building Material, Electronic Product, Sports Gear, Photovoltaic & Energy Storage Equipment, Cultral & Creative Industry, Tourism, E-commerce, Finance, Shipping Service etc.
主办单位 Hosts:	中华人民共和国商务部外贸发展事务局、中国国际商会秘书局、广东省贸促会 Trade Development Bureau of the Ministry of Commerce, P.R.China CCOIC Secretariat China Council for the Promotion of International Trade Guangdong Committee (CCPIT Guangdong Committee)
承办单位 Organizers:	新西兰中国商品博览会事务局 新西兰鼎盛投资控股有限公司 New Zealand China Products Expo Affairs Admin Limited New Zealand EJ Holdings Limited
支持单位 Supporters:	新西兰中国商会 奥克兰商会 新中贸易协会 新西兰雇主与制造商协会 (EMA) 新西兰粤商会 China Chamber of Commerce in New Zealand(CCCNZ) Auckland Business Chamber New Zealand China Trade Association (NZCTA) Employers and Manufactureres Association (EMA) Canton Chamber of Commerce in New Zealand

展会配套活动

Exhibition Activities

开幕式及主论坛
Opening Ceremony
and Main Forum

采购商对接洽谈会
Buyers Matchmaking
Meeting

展商权益

Exhibitor Benefits

参加展会及配套活动

附加咨询服务：

- 新西兰市场调研
- 企业落地新西兰咨询

附加产品服务（12个月）：

- 电商平台寄售
- 新西兰免费仓储
- 展厅陈列展示
- 电子邮件推送（EDM）
- 社交媒体推广

Expo and Activities

Consultancy Services

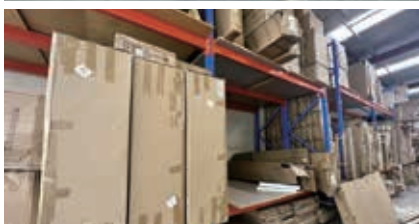
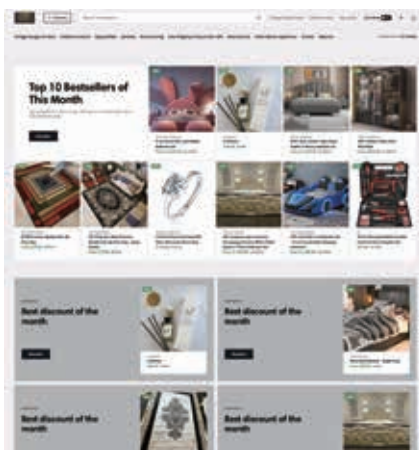
- Basic New Zealand marketing research
- Consultation for enterprises landing in New Zealand

Product Services (12 months)

- Consignment of products on superoutlets.co.nz
- Free storage in New Zealand
- Displays in New Zealand showrooms
- EDM Marketing service
- Social media promotion

* 服务内容可能会因商品不同而有所差异，以实际签订合同为准

* Service terms may vary depending on the product, signed contract shall prevail



收费标准

Fees

标准展位 (9m²) 均价 42000 元人民币（根据位置和开口情况浮动定价）

Standard booth (9m²) Average price of 42,000 RMB (Price fluctuates according to location and opening direction)

室内光地 4000 元人民币 / m²

Indoor Raw Space 4000RMB/m²

* 价格包含线下展会及配套活动，附加咨询服务和附加产品服务
* Expo & Activities, Consultancy Services and Product Services all included in the Prices

新西兰基本概况

Overview of New Zealand



人口: 527 万 (2023)
Population: 5.27 million (2023)



人均国民生产总值: 约 4.7 万美元 (2022)
GDP per capita: Approximately 47000 US dollars (2022)



国民生产总值: 2427 亿美元 (2022)
GDP: 242.7 billion US dollars (2022)



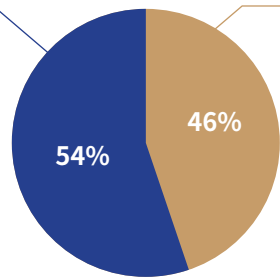
经济: 农牧业发达, 主要生产食品乳品、毛毯皮革、烟草、纸品木材
Economy: Developed agriculture and animal husbandry, mainly producing food and dairy products, blankets and leather, tobacco, paper and wood

新西兰经贸概况

Overview of New Zealand's Economy and Trade

主要进口产品: Main imported products:

- 石油
 - 机电产品
 - 纺织品
 - 汽车
 - 电子设备
- Oil
 - Mechanical and electrical products
 - Textiles
 - Automobile
 - Electronic devices



主要出口产品: Main exported products:

- 乳制品
 - 肉类
 - 鱼类
 - 林产品
 - 原油
 - 水果
- Dairy products
 - Meat
 - Fish
 - Forest products
 - Crude oil
 - Fruit

主要贸易伙伴 Major Trading Partners



新西兰的优势 Advantage



奥克兰是新西兰最大的城市，人口 150 万，是**新西兰工业、贸易最大中心、交通枢纽和对外贸易的门户**，拥有新西兰最大港口，新西兰约 46% 的进口物资和约 25% 的出口物资在该港进出。

Auckland is the largest city in New Zealand with a population of 1.5 million. It is the largest industrial and trade center, transportation hub, and gateway to international business in New Zealand. It has the largest port in New Zealand, where about 46% of imported goods and about 25% of exported goods go through.

新西兰消费者喜好

Consumer Preferences in New Zealand



服饰
Apparel



图书
Books



玩具
Toy



家具
Furniture



电子产品
Electronics



汽车
Car



水上运动
Watersports



橄榄球
Rugby



滑雪
Ski



户外露营
Outdoor Camping

中新经贸合作情况

Economic and Trade Cooperation between New Zealand and China

《中新自贸协定》

China- New Zealand Free Trade Agreement

- 2008 年 44 亿美元 \$4.4 billion in 2008
- 2023 年 214 亿美元 \$21.4 billion in 2023
- 年均增速 13% Annual Growth Rate of 13% on Average

中国是新西兰的：

China is New Zealand's:

- 最大贸易伙伴 Biggest Trading Partner
- 最大出口市场 Largest Export Market
- 最大进口来源国 Largest Import Source Country

年份 Year	进出口 Imports and Exports	对新出口 Exports to NZ	自新进口 Imports from NZ
2022 年	25,151,599	9,175,428	15,976,171
2023 年	21,360,224	7,872,466	13,487,758

数据来源：中国海关总署 单位：千美元 Data source: GACC Unit: Thousand US dollars

新西兰进口中国产品前 10 类 (2023)

Top 10 Categories of Products imported from China to New Zealand

1	机电、音像设备及其零件、附件 Electromechanical, audio-visual equipment and their parts and accessories	1,934,965
2	纺织原料及纺织制品 Textile raw materials and textile products	850,843
3	杂项制品 Miscellaneous products	839,031
4	贱金属及其制品 Base metals and products	795,760
5	车辆、航空器、船舶及运输设备 Vehicles, aircraft, ships, and transportation equipment	689,677
6	塑料及其制品；橡胶及其制品 Plastics and their products; Rubber and its products	574,084
7	化学工业及其相关工业的产品 Products of the chemical industry and related industries	407,549
8	矿产品 Mineral products	286,253
9	特殊交易品及未分类商品 Special trading products and unclassified goods	268,551
10	食品；饮料、酒及醋；烟草及制品 Food; Beverages, alcohol and vinegar; Tobacco and its products	264,902

中国进口新西兰产品前 10 类 (2023)

Top 10 Categories of Products imported from New Zealand to China

1	活动物；动物产品 Live animals; Animal products	6,799,287
2	木及制品；木炭；软木；编结品 Wood and its products; Charcoal; Cork; Knotted product	2,259,669
3	食品；饮料、酒及醋；烟草及制品 Food; Beverages, alcohol and vinegar; Tobacco and its products	1,987,333
4	化学工业及其相关工业的产品 Products of the chemical industry and related industries	916,009
5	植物产品 Plant products	646,182
6	矿产品 Mineral products	238,537
7	纤维素浆；废纸；纸、纸板及其制品 Cellulose pulp; Waste paper; Paper, paperboard and their products	204,495
8	纺织原料及纺织制品 Textile raw materials and textile products	112,286
9	贱金属及其制品 Base metals and products	77,481
10	革、毛皮及制品；箱包；肠线制品 Leather, fur and products; Luggage and luggage; Catgut products	69,416

数据来源：中国海关总署 单位：千美元 Data source: GACC Unit: Thousand US dollars

推荐供应商 Service Providers

展览搭建 Exhibition construction:

新西兰鼎盛投资控股有限公司
New Zealand EJ holdings limited

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地接及营销 Travel & Marketing:

新西兰薇视传媒有限公司
Vivi & Associates Limited

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签证服务 Visa services:

新西兰新之路移民公司
Express Immigration (NZ) Ltd

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info@eimmigration.co.nz
www.eimmigration.co.nz

新西兰双子移民留学公司
Chance Immigration and Education

徐小姐 Renee Xu
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chanceeducation
chance.education@gmail.com
www.chanceedu.co.nz

展品运输 Exhibits transportation:

秦远国际物流有限公司
Chinz logistics limited

张宁 Zhang Ning (中国)
+86 13726370203
chinz09
中国仓库地址: 广东省佛山市三水区乐平镇三水大道

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+64 9 2222567
newzealandstevn
新西兰仓库地址: 7 Kingsford Smith Place Airport
Auckland 2022 New Zealand

中国国际展览运输有限公司
China International Exhibition Transportation Co., Ltd.

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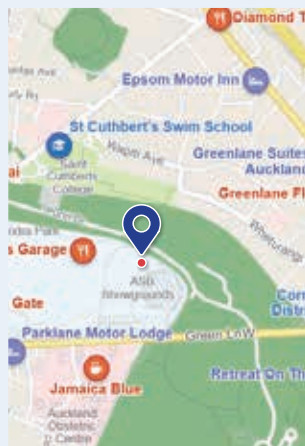
以上供应商联系人均可中英文沟通

All the contacts are fluent in both English and Chinese

展馆信息

Showgrounds Information

- ASB Showgrounds 位于 217 Green Lane West, 毗邻 Cornwall 公园、Alexandra 公园和 Greenlane Clinical Centre 诊所。
- 展馆距离奥克兰国际机场 15 公里, 驾车需 20 多分钟, 公共交通需 1 小时。
- 展馆西侧 300 米外有 Greenlane Clinical Centre 公交车站, 650 和 321 路公交车可到达; 东侧 1.4 公里外是最近的地铁站 Greenlane Train Station。
- 展馆西行 15 分钟范围内有中餐馆、日式餐厅、素食餐厅、烤肉店、快餐店以及 2 家 4 星级酒店。
- 驾车可停在 Alexandra 公园或展馆内停车场, 公园内停车 10 新币 / 天, 展馆内停车 6 新币起, 每小时 2 新币, 15 新币封顶。



- ASB Showgrounds is located at 217 Green Lane West, adjacent to Cornwall Park, Alexandra Park and Greenlane Clinical Center clinic.
- The Showgrounds are 15 kilometers from Auckland International Airport, which takes over 20 minutes by car, 1 hour by public transportation.
- The Greenlane Clinical Centre bus stop is 300 meters to the west of the Showgrounds, accessible by buses 650 and 321, and the nearest train station, Greenlane Train Station, is 1.4 kilometers to the east.
- There are Chinese, Japanese, vegetarian, BBQ and fast food restaurants, as well as two 4-star hotels, all within 15 minutes' walk to the west of the Showgrounds.
- Parking by car is available at Alexandra Park or the Showgrounds' parking lot at \$10/day in the park and \$6 for the first hour in the Showgrounds and then each hour \$2 after to a maximum of \$15.

新西兰出行推荐软件

Recommended Apps for New Zealand trips

酒店 Hotel

Airbnb
Booking

交通 Transportation

导航 Google Maps
公交 AT Mobile

打车
Didi Uber Ola

旅游 Travel

Tripadvisor
Yelp

通信 Communication

无忧行
whatsapp
Quickfox

入境 Immigration

NZTD

翻译 Translator
有道翻译官

天气 Weather
Met Service

外卖 Food-Delivery
Hungrypanda

2024

NEW ZEALAND - CHINA PRODUCTS EXPO

联系方式 Contacts

主办单位 Hosts

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New Zealand China Products Expo Affairs Admin Limited

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New Zealand EJ Holdings Limited

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中国国际商会 China Chamber of International Commerce www.ccoic.cn/cms
新西兰 - 中国商品博览会 New Zealand - China Products Expo nzcnexpo.co.nz