

01/06/2023

OPEN DAY CHINA: CHENGDU AND WUHAN

(Call for participation for importers of food and wines from Spain)

西班牙美食美酒开放日:成都站, 武汉站

招募西班牙美食与葡萄酒进口商

ICEX and the Economic & Commercial Office of Spain in Beijing are pleased to invite your company to participate in the 2023 OpenDays, which will take place on the following cities and dates:

西班牙对外贸易发展和投资局偕同西班牙驻华使馆经济商务处诚邀贵公司参加2023年开放日活动, 活动信息如下:

- Chengdu (Sichuan), 17th October 2023
成都 (四川) 2023年10月17日
- Wuhan (Hubei), 19th October 2023
武汉 (湖北) 2023年10月19日

This activity is part of the #SpainFoodNation campaign developed between ICEX and MAPA (Spanish Ministry of Agriculture, Fisheries and Food) for the promotion of Spanish products in the most important export markets.

该活动是 ICEX 和 MAPA (西班牙农业、渔业和食品部) 为向重要的出口市场推广西班牙产品而开展的 #SpainFoodNation 活动的一部分。

WHY JOINING US? 为什么加入我们?

The right people at the right place. You will have the chance to meet a wide range of the most influential players in the food and beverage industry from importers, distributors and agents to the foodservice industry (HORECA) and media specialist, who will have the opportunity to see first-hand the extensive Spanish product range.

在对的地方遇见对的人。您将会有机会认识食品和饮品行业最具影响力的从业者, 从进口商, 经销商和代理, 到餐饮服务行业和媒体的专家, 也将有机会亲身体验高品质西班牙产品。

Official support, experience, and excellence. The Economic & Commercial Office of Spain and ICEX, as the official trade promotion body of the Spanish Government in China, has more than 20 years' experience organizing promotional events in this country, developing relations between Spanish companies and Chinese importers and distributors, as well as promoting the image of quality and excellence of Foods and Wines from Spain.

政府支持，卓越经验。西班牙驻华商务处和西班牙对外贸易发展投资局，作为西班牙政府在华的官方贸易促进机构，拥有 20 多年在华组织推广活动的经验，推动西班牙企业与中国进口商经销商之间的联系，同时为西班牙美食美酒卓越品质做形象推广。

A wide range of services. Each exhibitor will have a booth decorated under the joint image of Foods and Wines from Spain next to the logo of your company or reference brand, service of drinks and dishes for tasting your products, as well as parallel activities and tastings related to Spanish gastronomy.

广泛的服务。每个参展商都有一个以西班牙食品和葡萄酒联合形象装饰的展位，旁边是贵公司或者经营品牌的标识，提供贵公司产品的品尝，以及西班牙美食相关的平行活动以及品酒会。

Besides for the first time in China, ICEX and MAPA will celebrate immediately before the Chengdu OpenDay the #Spain Food Nation Summit. This event aims at a trade audience of Chinese importers, representatives of the hospitality and retail sectors, the trade press, etc. It is an aspirational event that will gather influential representatives of the industry and where a high-level Advisory Council will present its conclusions about Spanish food and beverages in the Chinese market. This event will allow the participants of the OpenDay to benefit from access to high level contacts that would otherwise be difficult to reach.

此次由 ICEX 和 MAPA 组织的“西班牙美食峰会”将首次在中国举办，将在成都开放日之前庆祝。本次活动面向中国进口商、酒店业和零售业代表、贸易媒体等行业观众。这将是一个雄心勃勃的盛会，聚集业内有影响力的代表，高级别专家咨询委员会将在会上介绍其关于西班牙食品和饮料在中国市场的分析。此次活动将使 OpenDay 的参与者能够接触到更多西班牙和中国的高级别领导。



María Naranjo Crespo
Directora de Industria Alimentaria

ICEX promotes the food and wine industry under the brand name



FWS Foods and Wines
from Spain

1. PURPOSE OF THE SUMMIT PRODUCT EXHIBITION

After the success of the previous editions (2014-2022), the **OpenDays** will continue to promote Spanish food, wine, beer & spirits, and strengthen the presence and knowledge of our flagship products in key cities in China:

在前几届（2014-2022）取得成功后，OpenDays 将继续推广西班牙食品、葡萄酒、啤酒和烈酒，并加强我们拳头产品在中国主要城市的知名度和知名度：

- Promote **high quality** wine, beer, spirits and food from Spain in China:

在中国推广西班牙**优质**葡萄酒、啤酒、烈酒和食品：

Food: Only high-end food products will be admitted in the event, e.g. gourmet & delicatessen products, top quality and high value products, products with a denomination of origin, products with an ecological certificate, etc.

食品： 活动限定高端食品，例如：带有原产地标识或生态证书的顶级品质和高价值的美食和熟食产品。

Wine: The exhibition or promotion of wine with an Ex works (EWX) price lower than 3€ will not be permitted.¹ The organisers reserve the right to ask the exhibitor for proof of such compliance and will remove from the exhibition those wines that do not reach the minimum price.

葡萄酒： 不允许展示或促销出厂价 (EWX) 低于 3 欧元的葡萄酒。主办方保留要求参展商提供此类合规证明的权利，并将那些未达到最低价格的葡萄酒从展览中移除。

- Increase awareness of Spanish products in Sichuan and Hubei and neighbouring provinces.
提高西班牙产品在四川、湖北及周边省份的知名度。
- Provide the opportunity to develop business in China.
提供在中国发展业务的机会。
- Strengthen relationships between trade sectors and media.
加强贸易部门和媒体之间的关系。
- Provide opportunities for exhibitors to showcase and market their products and services.
为参展商提供更多展示和营销其产品和服务的机会。

PROGRAM (BOTH CITIES):

日程安排

13:00-13:10h	Spanish Open Day Ceremony & open-session to professionals 西班牙美食美酒开放日揭幕及专业人士品鉴
14:00-16:30h	Live demonstration 现场展示
16:00-18:00h	Open-session to consumers 普通消费者专场

¹ The 3€ ExW lower threshold only applies to alcoholic wines, made exclusively from grapes. Non-alcoholic, aromatic wines or sangrias are exempted from this criterion. 3 欧元 ExW 下限仅适用于完全由葡萄制成的酒精葡萄酒。不含酒精的芳香葡萄酒或桑格利亚汽酒不受此标准限制。

1.1 OPEN DAY IN CHENGDU 成都站



Chengdu, with 15 million inhabitants, is the main interior city in China and a priority strategic spot for the development of the Belt and Road Initiative. It is also at the doorstep of the most populated municipality in the country; Chongqing, a megacity of more than 30 million inhabitants. Chengdu is one of China's main touristic and gastronomic destinations, and home to the only food and beverages exhibition with comprehensive national coverage: the famous Chengdu Food and Drinks Fair. Its economic development has set a benchmark for Asia's development, and it has been many times recognized as one of the leading China cities by the Milken Institute.

成都，拥有1500万人口，是中国主要的内陆城市之一，也是“一带一路”建设的战略重点。它也紧挨中国人口最多的直辖市：重庆，一个拥有超过3000万居民的特大城市。成都是中国主要的旅游和美食目的地之一，拥有唯一一个全面覆盖全国的食品和饮料展览会：著名的成都糖酒会。其经济发展为亚洲发展树立了标杆，多次被米尔肯研究所评为中国领先城市之一。

Name of Event:	Open Day: 2023 Spanish Food & Wine Showroom in Chengdu 2023年西班牙美食美酒开放日成都站
Date:	October 17 th , 2023 2023年10月17日
Venue:	TBC (a 4 or 5 star hotel in Chengdu) 待定 (成都4星或5星酒店)
Organizer:	Economic & Commercial Office of Spain in Beijing 西班牙驻华大使馆北京经济商务处 pekin@comercio.mineco.es // beijing@comercio.mineco.es
Exhibition fee: (*)	795 € for Chengdu Open Day only. Price includes: 795欧元 仅适用于成都站开放日，价格包括： <ul style="list-style-type: none">• Showroom material: one table, glasses, ice, dishes for tasting samples, and display lettering for each company. We can provide at extra cost mini-bar fridges to those exhibitors who express an interest before payment. 展示材料：一张桌子、玻璃杯、冰块、用于品尝样品的盘子和每家公司的展示字样。我们可以向那些在付款前表示有兴趣的参展商提供额外收费的迷你吧冰箱。• Media & communication service. 媒体和通讯服务。• Listing on WeChat page and exhibitor catalogue of the event. 列入微信页面和参展商名录。• Receiving the list of all professional visitors after the event. 活动结束后获得所有专业观众名录。

(*) Special price applies for 2 cities (1.495€).

申请两个城市的优惠价格为1,495欧元。

1.2 OPEN DAY IN WUHAN 武汉站



With over 12 million inhabitants and 20.000 Euros in per capita income, Wuhan is one of China's principal centers of precision manufacturing and technological innovation. Scoring high in foreign direct-investment, Wuhan's economy majors in optics, semiconductor, biomedical sciences and the green economy sectors. An important river port since the start of the 20th century, Wuhan's hospitality industry is well developed with breweries and night-clubs enlivening the banks of the Yangtze river.

武汉拥有超过 1200 万居民和 20,000 欧元的人均收入，是中国主要的精密制造和技术创新中心之一。武汉的经济在外国直接投资方面得分很高，主要集中在光学、半导体、生物医学科学和绿色经济领域。武汉是 20 世纪初以来的重要内河港口，酒店业发达，啤酒厂和夜总会活跃在长江两岸。

Name of Event: Open Day: 2023 Spanish Food & Wine Showroom Wuhan

2023年西班牙美食美酒开放日武汉站

Date: October 19th, 2023

2023年10月19日

Venue: TBC (a 4 or 5 star hotel in Wuhan) 待定 (武汉4星或5星酒店)

Organizer: Economic & Commercial Office of Spain in Beijing
西班牙驻华大使馆北京经济商务处

pekin@comercio.mineco.es // beijing@comercio.mineco.es

Exhibition fee: (*) 795 € for Wuhan Open Day only. Price includes:

795欧元 仅适用于武汉站开放日，价格包括：

- Showroom material: one table, glasses, ice, dishes for tasting samples, and display lettering for each company. We can provide at extra cost mini-bar fridges to those exhibitors who express an interest before payment.

展示材料：一张桌子、玻璃杯、冰块、用于品尝样品的盘子和每家公司的展示字样。我们可以向那些在付款前表示有兴趣的参展商提供额外收费的迷你吧冰箱。

- Media & communication service.
媒体和通讯服务。
- Listing on WeChat page and exhibitor catalogue of the event.
列入微信页面和参展商名录。
- Receiving the list of all professional visitors after the event.
活动结束后获得所有专业观众名录。

(*) Special price applies for 2 cities (1.495€).

申请两个城市的优惠价格为 1,495 欧元。



2. OTHER TERMS AND CONDITIONS

其他事项和条件

2.1 CATEGORIES OF VISITORS 参观者类别

- Hotel/Resorts 酒店/度假村
- Restaurants 餐厅
- Bars 酒吧
- Media 媒体
- Supermarkets 超市
- Sommeliers 侍酒师
- Wine Shops 葡萄酒商店
- F&B Managers 餐饮经理

2.2 SELECTION CRITERIA 选择标准

- The Open Days 2023 are limited to a range of 25 to 40 exhibitors. Applicants that meet the conditions will be accepted in strict chronological order upon receipt of their payment. 2023 年度开放日仅限 25 至 40 家参展商。符合条件的申请人将在付款后严格按照时间顺序被录取。
- In the event that the maximum number is reached, those exhibitors whose product is underrepresented will have priority, in order to achieve a balanced participation between food and beverages.

当报名数量达到最大数量的情况下，为实现食品和饮料之间的平衡参与，优先品类与其他参展商不同的公司。

2.3 IMPORTANT NOTICE 重要提示

- **Deadline: All applications (with the attached application form) should be sent by 30/06, 2023.**
- **截止日期：所有申请（连同所附的申请表）须于 6 月 30 日之前提交。**
- The Open Days are conceived for the promotion of companies already established in China or companies whose products are somehow already present in the Chinese market. Neither ICEX nor the Economic & Commercial Offices of Spain in China will be liable to claims from the Chinese authorities because of the exhibition of products not yet agreed to be sold in the P. R. China.
- **开放日是帮助已在中国的公司或其产品已在中国市场上销售的公司。如果展示的产品因未获得在中国销售许可而引起中国政府的投诉，无论西班牙对外贸易发展和投资局，还是西班牙驻华各商务处概不负责。**
- Companies participating as exhibitors will take full responsibility for the package, delivery, and

collection of their merchandise before and after every show. Neither ICEX nor the Economic & Commercial Offices of Spain in China will provide cargo transportation service for these shows.

作为参展商的公司将对每次展前展后，参展公司将对商品的包装、交付和收集承担全部责任。西班牙对外贸易发展和投资局以及西班牙驻华各经济商务处都不会提供货物运输服务。

- In the event of cancellation of the exhibition due to force majeure or insufficient participants, communicated sufficiently in advance of the initially scheduled celebration date, neither ICEX nor the Economic & Commercial Offices of Spain in China will be liable for any possible damages that such cancellation could cause companies. In such event, the registration fee will be returned in full.
如因不可抗力或参展人数不足导致展会取消，请在原定举办日期前充分沟通，ICEX 或西班牙驻华经济商务处均不对因取消而对公司可能造成的任何损失承担责任。在这种情况下，注册费将全额退还。
- For any additional information, please do not hesitate to contact the Economic & Commercial Office of Spain in pekin: beijing@comercio.mineco.es // pekin@comercio.mineco.es
如需其他任何信息，请及时联系西班牙驻华大使馆北京经济商务处
beijing@comercio.mineco.es // pekin@comercio.mineco.es

2.4 PAYMENT PROCEDURE TO PARTICIPATE IN THE OPEN DAY 付款流程

PAYMENT TO SPANISH ACCOUNT 西班牙收款账户	
<ul style="list-style-type: none"> • Beneficiary 收款方 • Name: ICEX ESPAÑA EXPORTACIÓN E INVERSIONES • Bank: BBVA – Pº Recoletos, 10 Ala Sur, Pl. 1º - 28001 MADRID • SWIFT: BBVAESMMXXX • Account number (IBAN): ES48 0182 2370 4300 1429 0099 	
<ul style="list-style-type: none"> • Payment concept: 付款备注 • ODOFPK2023 + NAME OF YOUR COMPANY 公司名称 	
<ul style="list-style-type: none"> • Exhibition FEE: 费用 • For Chinese companies: 中国企业 • One event 一场活动: 795 € • Two events 两场活动: 1.495 € 	
<ul style="list-style-type: none"> • The company has to send the bank transfer receipt to: beijing@comercio.mineco.es or pekin@comercio.mineco.es 请将付款凭证发邮件至: beijing@comercio.mineco.es 或 pekin@comercio.mineco.es • Invoice will be provided in EURO. Invoice takes about one week to be sent out after receiving the receipt. They will be sent by email in a digital format. Not printed invoices will be sent. • 发票将以欧元金额提供。将在收到转账凭证后一周左右通过电子邮件发送电子发票。为非纸质发票 Bank fees and any remittance expense must be fully covered by the payer's bank. ("OUR") • 银行费用和任何汇款费用必须由付款人的银行全额承担。 	

• **Required information for the invoice: 发票信息**

- Name of the company 公司名称
- Address, Telephone and email 地址, 电话和邮箱
- Contact person to send the invoice to, email and telephone number. 将发票发送至所提供联系人的电子邮件和电话号码。

Please **read the attached Application Form** to learn more about this Showroom and find the procedure for participating in this unique event.

请阅读随附的**申请表**以了解有关此活动的更多信息，并找到参加此次活动的更多详情。

