

15/03/2024

# OPEN DAYS CHINA: CHONGQING, CHANGSHA, PEKÍN y SHENZHEN

## 西班牙美食美酒开放日招募中国进口商

ICEX España Exportación e Inversiones convocan a empresas de alimentos y bebidas a participar en los ICEX Exportación e Inversiones and the Economic and Commercial Offices of Spain in China, are pleased to invite your company to participate in the 2024 OpenDays, which will take 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2024年开放日活动。活动将在以下城市举办：

- **Chongqing, 18<sup>th</sup> June 2024**  
**重庆 2024年6月18日**
- **Changsha (Hunan), 20<sup>th</sup> June 2024**  
**长沙 (湖南省) 2024年6月20日**
- **Pekín, 23<sup>rd</sup> September 2024**  
**北京 2024年9月23日**
- **Shenzhen (Guangdong), 25<sup>th</sup> September 2024**  
**深圳 (广东省) 2024年9月25日**

OpenDays are promotional events for the presentation of Spanish products to local food and beverage distributors and their clients in China, with the objective to consolidate and expand their distribution in China. 开放日是向中国的食品和饮料进口商展示西班牙产品的推广活动。旨在在中国扩展和巩固其销售网络。

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

该活动是由ICEX和MAPA(西班牙农业、渔业和食品部)为向重要的出口形象推广西班牙美食美酒产品而开展的 #SpainFoodNation活动的一部分。

### Why joining us? 为什么加入我们?

These events gather all the professional people of the local food industry. They will be attended by the main influential local players of the Food and Beverage Sector, from importers, distributors, HORECA sector, and the specialized communication media.





本次活动汇集了当地食品行业的所有专业人士，该行业的主要参与者都将出席，包括进口商、分销商、餐饮行业人员和专业媒体。

It is an exceptional opportunity to present products that are considered gourmet/specialty/imported, especially those with Denomination of Origin, or with certificates such as the ecological ones. There will be other activities carried out in the framework of the events, activities related to the Spanish culture and gastronomy.

这次活动可被视为美食/特产/进口产品的绝佳展示机会，特别是带有原产地名称或带有有机等证书的产品。此外，与西班牙文化和饮食相关的活动也将同期举行。

OpenDays events are designed to support and consolidate the presence of the Spanish food and beverage products in China, and the companies participate with their importers in order to expand and reinforce their distribution network in those cities in which the events are held.

西班牙美食美酒开放日活动旨在支持、巩固和扩大西班牙食品和饮料在中国的影响力。西班牙公司与进口商一同参与，以增加和加强其在活动举办城市的分销网络。

ICEX and the Economic and Commercial Offices of Spain in China, as the official trade promotion bodies of the Spanish Government in China, have more than 25 years' experience organizing promotional events in this market, 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.

西班牙对外贸易发展和投资局与同西班牙驻华使馆经济商务处，作为西班牙政府在华的官方贸易促进机构，拥有超过25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。

### **María Naranjo Crespo**

Directora de Industria Alimentaria

ICEX patrocina el sector español de alimentos y gastronomía bajo la marca





GOBIERNO  
DE ESPAÑA

MINISTERIO  
DE ECONOMÍA, COMERCIO  
Y EMPRESA

**ICEX** España  
Exportación  
e Inversiones



UNIÓN EUROPEA

## **Description of the Events and Services Included: 活动内容和配套服务**

In the framework of each event, 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 the tasting of your products, as well as parallel activities related to Spanish gastronomy.

西班牙美食美酒开放日活动中·参展商将有一张桌子来展示产品·装饰着带有西班牙美食美酒的统一标识·伴有参展企业的公司标识·饮用服务和用于品尝的佳肴·同时举办相关西班牙美食活动。

The participating companies will be included in the digital catalogue of the exhibition, which will be divulged within the context of the campaign SpainFoodNation, and the Exhibitors' catalogue will be published in the page of the event in WeChat, thus allowing visitors to access the Exhibitors' information very easily, and the deepening of the local professionals' knowledge on their products.

参展企业将被收录在活动的电子展商目录中·并将在Spain Food Nation活动的范围内以及微信活动页面的展商目录中展示·这将使得参会观众能够轻松获取参展商信息·增加当地专业人士对其产品的了解。

Prior to the Pekin's OpenDay, on 23rd. September, the SpainFoodNation Summit will be held. It will be an activity organized by ICEX jointly with MAPA, which will bring together Chinese Importers, representatives of the HORECA sector, and the trade, together with the specialized media, and restaurants' main players. An Advisory Council, formed by key opinion leaders and professionals of the Foods and Beverages sector in the Chinese market, will present their conclusions on the promotion strategy and the positioning in China of the Foods and Wines from Spain.

在北京西班牙美食美酒开放日活动举办之前·西班牙食品国家峰会将于9月23日举行·该活动由ICEX和MAPA组织·汇集中国进口商、HORECA渠道商和贸易商代表、餐饮名人和专业媒体齐聚一堂·由中国市场食品和饮料行业的意见领袖和专业人士组成的咨询委员会将提出关于西班牙食品和饮料在中国的推广和定位策略的讨论。

On his side, the OpenDay of Shenzhen will be included in the framework of the Spanish Pantry Festival, in the Ritz Carlton Hotel. On September 25th. the professional fair will be held, with a showroom format, and with a Menu elaborated by a Michelin's Star cook. Different seminars, and an Olive Oil Tunnel will be also held. During the two days following the OpenDays, the Chefs and the Sommelier will provide a sample of the traditional Spanish gastronomy in different restaurants in the city. This will allow to maximize the impact of the event in the whole city.

深圳西班牙美食美酒开放日是在丽思卡尔顿酒店举办的西班牙食品节Spanish Pantry Festival活动的一部分。9月25日将举办专业展会·采用陈列展示形式·并提供由米其林厨师准备的菜单。同期还将举办研讨会和橄榄油长廊。在此西班牙食品节专业展会后的两天·米其林厨师和侍酒师将在酒店的不同餐厅呈现西班牙美食。如此丰富的活动旨在最大化发挥影响力。

Masterclasses on different topics, will also be held in the framework of all OpenDays, and will gather specialists and professionals of the Food and Beverage sector.

开放日活动同期将举办不同主题的大师班·汇聚食品和饮料行业的专家和专业人士。

Fondo Europeo de Desarrollo Regional

Una forma de hacer Europa

CSV : GEN-f4fd-e1c8-cafb-5d17-9c6d-46b4-e2d1-f10a

DIRECCIÓN DE VALIDACIÓN : <https://sede.administracion.gob.es/pagSedeFront/servicios/consultaCSV.htm>

FIRMANTE(1) : MARIA DEL PRADO NARANJO CRESPO | FECHA : 15/03/2024 13:56 | Certifica



The exhibitors in these events have the opportunity to deepen the knowledge of their products in the provinces of Hunan, Guangdong, Chongqing and Beijing. Professionals of the neighbouring provinces will also attend these events. These OpenDays will strengthen the relationships with the distribution professionals and with professionals from the local media, besides allowing to sample, demonstrate and market directly the showcased products.

此次活动的参展商将有机会提高其产品在湖南省、广东省、重庆和北京等省份的知名度。邻近省市的专业人士也将参加这些活动。这些开放日除了可以直接试吃试饮、展览和营销所展示的产品外，还可以加强与专业经销商和当地媒体的联系。

The categories of visitors will correspond to the following establishments:

观众类别包含：

- Hotels/resorts 酒店/度假村
- Restaurants 餐厅
- Bars 酒吧
- Media 媒体
- F&B Managers 餐饮部经理
- Supermarkets 超级市场
- Specialized stores 专卖店





## 1. OPENDAY CHONGQING 开放日重庆站

With a population higher than 30 million, Chongqing is the most populated area in China and the World. Chongqing, with its splendid fusion of tradition and modernity, rises itself as the perfect host for an exhibition event of foods and beverages, especially for imported ones. This megacity not only represents a diverse and vibrant market, but also reflects the growing openness and appreciation for the international gastronomy. The strategic position of Chongqing within the China's economic landscape, creates a positive and favourable scenery for the presentation and appreciation of imported products, attracting an audience eager to explore global flavours in this dynamic and ever-growing urban centre. Chongqing, with its enviable location along the river Yangtsé, has historically been a vital centre of fluvial communication. This city, with its impressive skyline of skyscrapers and its rich history, also stands out for its prosperous hotel industry. The Yangtsé's lively riversides offer a unique experience with its mixture of restaurants, beer bars, and night clubs that lighten the cultural and touristic scenery of Chongqing.

重庆拥有超过3000万人口，是中国乃至世界上人口最多的直辖市。重庆是传统与现代的完美融合，是食品饮料展览活动（尤其是进口食品展览活动）的完美举办地。这座大城市不仅代表了一个充满活力和多元化的市场，也反映出人们对国际美食日益开放和欣赏。重庆在中国经济格局中的战略地位为展示和鉴赏进口产品创造了有利的环境，吸引了渴望在这个充满活力不断发展的城市中探索全球风味的观众。重庆位于长



江沿岸·地理位置优越·历史上一直是重要的河流交通枢纽。这座城市拥有令人印象深刻的摩天大楼全景和丰富的历史·还以其蓬勃发展的酒店业而闻名。热闹的长江沿岸遍布餐厅、酒吧和夜店·带来独特的体验·并将重庆的文化和旅游景观融入生活。

Chongqing's OpenDay will take place on June 18th. on a four or five hotel, yet to be determined, located in the business area of the city.

重庆开放日活动将于6月18日在商务区的一家四星级或五星级酒店举行·地点待定。

The programme of the event will be:

- 13.00-13.30 h. - Opening ceremony.
- 14.00-16.30 h. - Exhibition for selected professional guests.
- 16.00-18.00 h. - Exhibition open for the general public.

活动日程:

- 13:00-13:30-开幕式
- 14:00-16:30-面对专业观众展示
- 16:00-18:00-面对大众消费者展示

## 2. OPENDAY CHANGSHA, 开放日长沙站

With a population larger than 10 million inhabitants, and a per capita income of over 18,000 euros, Changsha stands out as one of the main economic and technological nucleus in China. Renown for its specialization in precision and innovation manufacturing, Changsha has experienced an outstanding growth in direct foreign investment. The city stands out in sectors such as optics, electronics, medicine and bioscience, and green economy, strengthening its position as a key player in the vanguard of industrial innovation.

长沙人口超过1000万·人均收入约18000欧元·是中国著名的经济和科技中心。长沙以其精密制造和技术创新的专业性而闻名·外商直接投资增长显著。该市在光学、电子、生物医学和绿色经济等领域表现突出·巩固了其在工业创新前沿的重要地位。

Changsha has profited from its strategic position as a main fluvial transport hub since the beginning of the XXth. Century, having also developed an important hotel and tourist industry from its location in the side of the Xiang river.

长沙历史悠久·工业发达·自20世纪初以来就充分利用了其作为主要内河交通枢纽的战略地位。这座位于湘江之滨的城市不仅是经济中心·而且还有蓬勃发展的酒店业。

The OpenDay in Changsha will take place on June 20th. in a four or five stars' hotel, yet to be determined, located in the business area of the city.

长沙开放日将于6月20日在长沙商务中心区的某家四星或五星级酒店举行。

The programme of the event will be:

- 13.00-13.30 h. - Opening ceremony.
- 14.00-16.30 h. - Exhibition for selected professional guests.
- 16.00-18.00 h. - Exhibition open for the general public.

活动日程:



13:00-13:30-开幕式

14:00-16:30-面对专业观众展示

16:00-18:00-面对大众消费者展示

### 3. BEIJING: OpenDay and Taste Spain in Beijing will take place on September 23rd.

开放日北京站和品味西班牙活动将于9月23日同期举行

Beijing is the political and cultural heart of the second World economy, and an important economic and demographic centre, with more than 20 million inhabitants and a per capita income higher than 20.000 euros. With a long and rich history which intertwines with modernity, the city of Beijing has experienced an outstanding economic growth, and has become a leader centre in different sectors. Beijing not only hosts important political and government institutions, but has consolidated a core nucleus of innovation and technology. Renown for its R&D activities, Beijing has been able to attract considerable amounts of foreign investments in the fields of finance, biotechnology and management.

Besides its economic and political importance, Beijing offers a wealth of historical sites, museums and cultural events and institutions.

北京是世界第二大经济体的政治和文化中心。同时也是重要的经济中心。人口超过2000万。人均收入超过2万欧元。这座城市拥有与现代交织在一起的悠久历史。经历了显著的经济增长。并成为诸多行业的领先中心。北京不仅是重要政府机构的所在地。也是创新和科技的重点。北京以注重研发而闻名。吸引了大量外国直接投资。使其在科技、生物技术和金融等领域处于领先地位。除了其经济重要性外。这座城市还拥有丰富的文化景观。拥有众多的历史遗迹、博物馆和文化活动。

Beijing is the only city that has hosted Olympics Games in Winter and in Summer. With 7 sites of UNESCO World Heritage, Beijing is one of the main touristic destinations both in China and in the World.

它是世界上唯一举办过夏季和冬季奥运会的城市。7处联合国教科文组织世界遗产使其成为国内外旅游的主要旅游目的地之一。

The OpenDay in Beijing will take place on September 23rd. in a four or five star hotel, yet to be determined, located in the business area of the city. On the same date, a Taste Spain event will also be held. The "Call for participants" of this Taste Spain will be published independently.

北京开放日将于9月23日在市中心商务区的某家四星或五星级酒店举行。同一天。将举行“品味西班牙”(招揽进口商活动)。活动报名将单独发布。

### 4. OPEN DAY, TASTE SPAIN Y SPANISH PANTRY FESTIVAL EN SHENZHEN, 25 DE SEPTIEMBRE

开放日深圳站、品味西班牙活动和西班牙食品节将于9月25日同期举行

Shenzhen stands out as one of the economic and technological innovation centres of China, with a growing





MINISTERIO  
DE ECONOMÍA, COMERCIO  
Y EMPRESA

**ICEX** España  
Exportación  
e Inversiones



population of more than 17 million people, and a per capita income higher of 25.000 euros.

深圳是中国著名的经济和创新中心 · 到 2022 年 · 人口超过 1700 万 · 人均收入已超过 25,000 欧元。

Shenzhen has play an important role in the development of the advanced technology and industry of China, becoming a World leader in areas such as the information and communication technologies (TICs), the new renewable energies, electric mobility, artificial intelligence and electronics. Besides becoming one of the most dynamic cities in China and in the World, Shenzhen has also become a cultural and commercial powerhouse, with its modern commercial malls, its thematic parcs, and its vibrant and young nightlife. This modern and open cultural character makes Shenzhen especially adequate for presenting new and different products, and different gastronomic flavours.

深圳在中国先进技术和产业的发展中发挥着重要作用 · 在信息和通信技术 ( TIC ) 、新可再生能源、电动汽车、人工智能和电子等领域成为世界领先者。深圳除了成为中国乃至世界上最具活力的城市之一外 · 还成为文化和商业重镇 · 拥有现代化的商业购物中心、主题公园以及充满活力和年轻的夜生活。这种现代、开放的文化特征使深圳特别适合展示新的、不同的产品和不同的美食风味。

The OpenDay in Shenzhen will be held on September 25th. in the Ritz Carlton Hotel. On the same date, a Taste Spain event will also be held (its "Call for Participants" will be published separately).

深圳开放日将于9月25日在丽思卡尔顿酒店举行。同一天 · 将举行品味西班牙活动 · 该活动招展报名将单独发布。

Also on September 25th. and on the same venue, the Ritz Carlton Hotel, the Spanish Pantry Festival will take place. This event will be a professional fair with a showroom format, and with a Menu prepared by a Michelin Star Chef. Ther will also be different seminars and an Olive Oil Tunnel. During the two days after the OpenDay and the Spanish Pantry, the Chefs and Sommelier will present the Spanish gastronomy in different restaurants in the city, thus maximizing the impact of the Spanish Pantry Festival, and the OpenDay, in the city of Shenzhen.

同9月25日 · 同一地点 · 丽思卡尔顿酒店 · 还将举办西班牙食品节。本活动将是一场专业的有商品展示的展会 · 以及有由星级米其林厨师准备的佳肴。还将举办不同的研讨会和橄榄油展览。在开放日和西班牙美食节结束后的两天里 · 厨师和侍酒师将在深圳不同的餐厅呈现西班牙美食 · 从而最大限度地发挥西班牙美食节和开放日在深圳的影响力。

The Program of this OpenDay will be:

- 13.00-13.30 h. - Opening ceremony.
- 14.00-16.30 h. - Exhibition for selected professional guests.
- 16.00-18.00 h. – Exhibition open for the general public.

活动日程:

- 13:00-13:30-开幕式
- 14:00-16:30-面对专业观众展示
- 16:00-18:00-面对大众消费者展示

Fondo Europeo de Desarrollo Regional

Una forma de hacer Europa

CSV : GEN-f4fd-e1c8-cafb-5d17-9c6d-46b4-e2d1-f10a

DIRECCIÓN DE VALIDACIÓN : <https://sede.administracion.gob.es/pagSedeFront/servicios/consultaCSV.htm>

FIRMANTE(1) : MARIA DEL PRADO NARANJO CRESPO | FECHA : 15/03/2024 13:56 | Certifica





## 5. MODALITIES OF PARTICIPATION:参与方式

	CONDITIONS OF PARTICIPATION	SPANISH COMPANIES	CHINESE COMPANIES
1	Participation in any one OpenDay: Cost per event	1.000 € + 10% IVA	1.000 €
	参与任一开放日: 费用/每站	1.000 欧元 + 10% 消费税	1.000 欧元
	(* in case an event is cancelled, the exhibitor has the right to get the money back or keep the inscription in the other events at a price of 1000€ multiplied by the number of events) (*如果活动被取消, 参展商有权收回退款或保留其他活动的注册, 价格为 1000 欧元乘以活动数量)		

The participation includes a table for the exhibition of the company's products, and consumables such as glasses, plates, serviettes, cutlery... Will also provide visibility in media and social networks. The Exhibitor information will be digital catalogue and in the WeChat page of the event.

参展内容包括展示桌、以及杯子、盘子、餐巾、餐具等消耗品.....以及在媒体和社交网络上的宣传。参展商信息将以电子会刊和展会微信页面形式展示。

DEADLINE FOR APPLICATIONS FOR OPENDAYS (CHONGQING, CHANGSHA, BEIJING, SHENZHEN) WILL BE APRIL 30th. 2024

报名截止日期 (重庆,长沙,北京与深圳) 为2024年4月30日

## 6. PAYMENT TO SPANISH ACCOUNT 付款至西班牙账户

Beneficiary 收款方:

Name名称: ICEX ESPAÑA EXPORTACION E INVERSIONES

BANK 银行: BBVA - Paseo de Recoletos, 10 Ala Sur Pl.1º 28001 MADRID – SPAIN

SWIFT: BBVAESMMXXX

Account Number 账号: (IBAN) ES48 0182 2370 4300 1429 0099

Payment concept 付款备注:

ODCN2024(City or cities) + (Name of your company)

ODCN2024 (城市) + (公司名称)





MINISTERIO  
DE ECONOMÍA, COMERCIO  
Y EMPRESA

**ICEX** España  
Exportación  
e Inversiones



Amount: 1,000 € per OpenDay (in case or more than one OpenDay, multiply for number of OpenDays  
(One thousand euros per OpenDay.)

费用：1000欧元每个城市（如果参加多个城市的活动·1000欧元每个城市累计）

The company has to send the bank transfer receipt to [beijing@comercio.mineco.es](mailto:beijing@comercio.mineco.es) or [pekin@comercio.mineco.es](mailto:pekin@comercio.mineco.es), with copy to [gastronomía@icex.es](mailto:gastronomía@icex.es)

参展公司需要将付款凭证发给[beijing@comercio.mineco.es](mailto:beijing@comercio.mineco.es) 或 [pekin@comercio.mineco.es](mailto:pekin@comercio.mineco.es), 并抄送 [gastronomía@icex.es](mailto:gastronomía@icex.es)

