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SPANISH FOOD & BEVERAGE OPEN DAYS CHINA 2025: XI'AN AND XIAMEN

2025 西班牙美食美酒开放日: 西安, 厦门站

招募中国进口商

ICEX España 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 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2025年开放日活动。活动将在以下城市举办：

- **Xi'an (Shaanxi), 23rd June 2025**
西安 2025 年6 月23日
- **Xiamen (Fujian), 25th June 2025**
厦门 2025 年 6 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经销网络。

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。

The event will be by invitation only for specially selected consumers, selected for their interest in Spanish products and their purchase capacity.

该活动将仅限受邀人士开放，面向特邀消费者，这些消费者是根据他们对西班牙产品的兴趣和购买能力而选择的。

OpenDays events are designed to support and consolidate the presence of the Spanish food and beverage products in China. The companies participate with their importers 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



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 cups 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。

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。

The exhibitors in these events have the opportunity to deepen the knowledge of their products in the provinces of Xi'an and Xiamen. Professionals of the neighboring 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西安和厦门的知名度。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
- Media 媒体
- Wine Lovers 葡萄酒爱好者
- Restaurants 餐厅
- Supermarkets 超级市场
- Foodies 美食爱好者
- Bars 酒吧
- Sommeliers 侍酒师
- Client of local importers 本地进口商
- Wine cellars 酒窖
- Liquor stores 酒类商店
- F&B Managers 餐饮部经理
- Specialized stores 专卖店



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ICEX España Exportación e Inversiones



UNIÓN EUROPEA



1. OPENDAY XI'AN 开放日西安站 6月23日

With a population exceeding 9 million, Xi'an is the capital of Shaanxi province, which has 39 million inhabitants and a privileged geographical location as a bridge between East and West China. With a local GDP of over 200 billion euros, Xi'an's economy aligns with Spain's and is among the fastest-growing in China, driven by a second wave of development in high-value industries such as photovoltaics, aerospace, and tourism. A city of great historical significance as the starting point of the Silk Road, it boasts a rich culinary tradition. The expansion of disposable income and the demand generated by visitors to high-level events and MICE (Meetings, Incentives, Conferences, and Exhibitions) create new opportunities for food and beverage importers.

西安是陕西省的省会，人口超过900万，陕西省总人口达3900万，地理位置优越，是中国东西部的重要桥梁。西安本地GDP超过2000亿欧元，其经济与西班牙相契合，并跻身中国增长最快的城市之一，受益于光伏、航空航天和旅游等高附加值产业的二次发展浪潮。作为丝绸之路的起点，西安具有重要的历史意义，并拥有丰富的美食传统。可支配收入的增长以及高端活动和MICE（会议、奖励旅游、大型会议及展览）游客带来的需求，为食品和饮料进口商创造了新的商机。

The OpenDay in Xi'an will take place on June 23rd, in a four or five stars' hotel, yet to be determined,

located in the business area of the city.

西安开放日活动将于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。

2. OPENDAY XIAMEN, 开放日厦门站

Xiamen, with a population of about 6 million inhabitants, is the most well-known city in Fujian province, which itself has a population of around 45 million. Located on the coast facing the island of Taiwan, it is one of the most open cities in China. Its deep-water international port is the sixth busiest in China and the fourth in large container ships, as well as one of the most automated in the world. With an economic growth rate of 5.7% in 2024, well above the national average of 4.5%, it stands out as a city in clear expansion, vibrant and dynamic. Xiamen reached a GDP of approximately 115 billion euros in 2024.

Historically, the port of Xiamen was one of the first ports in China to open to international trade, having hosted foreign settlements since the 15th century and serving as the base from which tea shipments were exported to Europe. All of this has given it a cosmopolitan, beautiful, and cultured atmosphere, with a relaxed lifestyle open to international influences and a rich and diverse culinary tradition, strongly influenced by its coastal location.

厦门，人口约600万，是福建省最知名的城市，而福建省总人口约4500万。厦门位于沿海地区，面向台湾岛，是中国最开放的城市之一。其深水国际港口是中国第六大繁忙港口，在大型集装箱船吞吐量方面排名第四，同时也是世界上自动化程度最高的港口之一。2024年，厦门的经济增长率达到5.7%，远高于全国平均水平的4.5%，展现出强劲的扩张趋势，充满活力与朝气。厦门在2024年实现了约1150亿欧元的GDP。从历史上看，厦门港是中国最早对外开放的港口之一，自15世纪以来便有外国人定居，并曾是向欧洲出口茶叶的重要基地。这一切赋予了厦门一种国际化、优雅且富有文化气息的城市氛围，同时也孕育了轻松自由的生活方式，深受国际影响，并拥有丰富多样的美食传统，这些都与其沿海地理位置密不可分。

The OpenDay in Xiamen will take place on June 25th. in a four or five stars' hotel, yet to be determined, located in the business area of the city.

厦门开放日将于6月25日在长沙商务中心区的某家四星或五星级酒店举行。

3. MODALITIES OF PARTICIPATION FOR SPANISH COMPANIES IN THE OPEN DAY:

西班牙公司参与开放日的方式:

Spanish companies that wish to have their own table displaying only their products, represented locally by their importer, can register through their user area on icex.es according to the following modalities.

希望仅展示自己产品、由当地进口商代表的西班牙公司，可以通过其在icex.es的用户区域，根据以下参与方式进行注册。

CONDITIONS OF PARTICIPATION 参加情况		SPANISH COMPANIES 出口商 *西班牙公司	CHINESE COMPANIES 进口商*中国公司
1	Participation in any one OpenDay: Cost per event	1.000 € + 10% IVA	1.000 €
	参与任一站开放日: 费用/每站	1.000 欧元 + 10% 消费税	1.000 欧元

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 WILL BE 30th of APRIL 2025.

报名截止日期 为2024年4月30日

4. PARTICIPATION REQUIREMENTS AND CONDITIONS 参与要求和条件

Participation Requirements:

- Only Spanish-produced food products may be exhibited, and they must have distribution within the country.
- The participation fee must be paid within the registration deadline.
- In the case of wineries, the price of the 75cl bottle of wine (ExWorks) on display must be greater than 3 euros. ICEX reserves the right to request proof from exhibitors that this condition is met. If the product cannot be proven to meet this requirement, it will be removed from the exhibition.

参与要求:

- 仅可展示西班牙生产的食品，且必须在国内有分销。
- 必须在报名截止日期前支付参与费用。
- 对于酒庄，展示的每瓶75cl的葡萄酒（ExWorks）价格必须高于3欧元。ICEX有权要求参展商提供证明，证明此条件已得到满足。如果无法证明，产品将从展览中移除。

Participation Conditions:

- Each participant is responsible for and must cover the costs related to travel, accommodation, and meals for their designated representatives, as well as any other potential expenses not included in the previously mentioned services.
- Entities must provide the products for the exhibition.

参与条件:

- 每位参与者须自行承担与其派遣代表相关的出行、住宿和餐饮费用，以及其他可能未包含在前述服务中的费用。
- 参展实体必须提供展览所需的产品。

It is essential to comply with the health measures established by local authorities at the time of the event. If necessary, supporting documents will be required upon entry to the event.

必须遵守当地政府在活动举办期间制定的卫生措施。如有需要，入场时需出示相关证明文件。

5. SELECTION CRITERIA 参选标准

In the event that the number of registrations exceeds the available space, the following criteria will be considered:

1. The order of registration for the activity.
2. An active promotional campaign in China.
3. The variety of products presented at the OpenDay.

如果报名人数超出可用空间，将考虑以下标准:

1. 活动报名的先后顺序。
2. 在中国的正在进行的推广活动。
3. OpenDay 上展示产品的多样性。

6. PAYMENT AND INSCRIPTION

Companies and entities registered in China:

To formalize their registration for this activity, participants must make a bank transfer to the account of ICEX España Exportación e Inversiones:

Bank account (IBAN): ES4801822370430014290099

Bank name: BANCO BILBAO VIZCAYA ARGENTARIA (BBVA)

Bank address: Plaza de San Nicolás 4, 48005 Bilbao, Spain

SWIFT: BBVAESMMXXX

Holder: ICEX Spain Trade and Investment, E.P.E.

Holder's address: Pº de la Castellana 278, 28046 Madrid, Spain

Payment reference: OPEN DAY – [City of the event] – [Company name]

*Bank fees will be borne by the sender.

In order to complete the inscription please send the attached **APPLICATION FORM FOR OPEN DAYS** within the deadline to pekin@comercio.mineco.es, stating in the header: OPEN DAY – [City of the event] – [Company name].

Please also attach a **proof of payment** in the mail.

Registration deadline: April 30, 2025

在华注册的公司和实体：

为正式完成本次活动的注册，参与者需通过银行转账支付至 **ICEX España Exportación e Inversiones** 账户：

账户号码: ES48 0182 2370 4300 1429 0099

银行名称: BANCO BILBAO VIZCAYA ARGENTARIA (BBVA)

银行地址: Plaza de San Nicolás 4, 48005 Bilbao, Spain

SWIFT代码: BBVAESMMXXX

账户持有人: ICEX Spain Trade and Investment, E.P.E.

持有人地址: Pº de la Castellana 278, 28046 Madrid, Spain

付款备注: OPEN DAY – 活动举办城市 – 公司名称

*银行手续费由付款方承担。

请在截止日期前将附件中的**开放日申请表**发送至 pekin@comercio.mineco.es，并在邮件标题中注明：

OPEN DAY – [活动城市] – [公司名称]。

同时，请在邮件中附上**付款凭证**。

报名截止日期：2025年4月30日

ICEX Ventana Global is available to assist companies with any technical issues during the registration and payment process via phone (+34 91 349 7100) and email (informacion@icex.es).

After the registration deadline, no further applications will be accepted, except in cases where a technical issue has been reported through ICEX Ventana Global within the established timeframe.

ICEX will not confirm participation before the registration deadline and only after receiving payment confirmation.

If a company withdraws from participation after receiving the admission notification, it will forfeit 100% of the amount paid. Only in cases of force majeure, ICEX reserves the right to assess the company's justification and, if applicable, refund a percentage of the paid amount.

If ICEX cancels or postpones its participation in the event, the organization will refund the fees previously paid by the companies. Likewise, if ICEX cancels its participation due to an insufficient number of participants in the pavilion, the fees paid by registered companies will be refunded.



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If ICEX cancels its participation due to force majeure and provides sufficient notice before the initially planned event date, the organization will not be liable for any damages or losses that this cancellation may cause to the companies.

ICEX reserves the right to reject or unilaterally cancel a company's participation if there is evidence of unethical business practices or fraudulent activities that could harm the sector's image, the country's reputation, or other participating companies. If the company has already made a payment, ICEX reserves the right to determine the appropriate course of action.

ICEX Ventana Global 提供技术支持，企业可通过 电话（+34 91 349 7100）或 电子邮件（informacion@icex.es）咨询报名和付款过程中可能遇到的技术问题。

报名截止后，除非企业在规定时间内通过 ICEX Ventana Global 报告了技术问题，否则不再接受新的报名。

ICEX 不会在报名截止前确认企业的参展资格，且仅在收到付款确认后才会正式确认参与。

如果企业在收到参展通知后放弃参展，已支付的费用将不予退还。仅在不可抗力的情况下，ICEX 可评估企业提供的理由，并在某些情况下部分退款。

如果 ICEX 取消或推迟其在展会中的参与，企业已支付的费用将被退还。同样，如果由于展馆内报名企业数量不足，导致 ICEX 无法继续参与展会，已支付的费用也将退还。

如果 ICEX 因不可抗力而取消参展，并且在原定举办日期前提前通知，则 ICEX 不对企业可能因此遭受的损失或损害承担责任。

ICEX 保留拒绝或单方面取消任何已被接纳企业参展资格的权利，若发现其存在不当商业行为或欺诈行为，可能损害行业形象、国家形象或其他参展企业的利益。如果该企业已支付参展费用，ICEX 保留最终处理权。

7. INFORMATION AND CONSULTATIONS

If you have any questions, please contact:

ICEX Ventana Global

Phone: +34 91 349 7100

Email: informacion@icex.es

如有任何疑问，请联系：

ICEX Ventana Global

电话：+34 91 349 7100

电子邮件：informacion@icex.es

The Economic and Commercial Office of Beijing pekin@comercio.mineco.es

The Economic and Commercial Office of 广州 canton@comercio.mineco.es

西班牙使馆北京商务处 pekin@comercio.mineco.es

西班牙使馆广州商务处 canton@comercio.mineco.es

IMPORTANT

ICEX will highly value companies participating in sectoral programs that authorize the Department of Customs and Excise Duties of the State Tax Administration Agency to send statistical information on their foreign trade to ICEX. You can register at www.icex.es/colabora.

INFORMATION ON PERSONAL DATA PROTECTION AND CONFIDENTIALITY INCLUDED IN THE PARTICIPATION APPLICATION FORM

In accordance with Organic Law 3/2018 of December 5 on the protection of personal data and the guarantee of digital rights, as well as Regulation (EU) 2016/679 of April 27, 2016 of the European Parliament and Council on the protection of natural persons regarding personal data processing and the free movement of such data, we inform you of the following:

1. **Data Responsibility:** According to the regulations mentioned above, ICEX España Exportación e Inversiones, E.P.E. (ICEX) has a Data Protection Policy. The collection and automated processing of personal identification and contact data requested in this procedure is the responsibility of ICEX. The purpose is to manage your application and, if selected, your participation in the activity organized by ICEX. Your data will be stored in a file under the responsibility of ICEX for processing your request and, if applicable, your participation.
2. **Mandatory Data Submission:** You are required to provide the requested data. Refusal to do so will result in the inability to participate in this activity.
3. **Accuracy of Data:** You declare that all the provided information is true and correct and agree to inform ICEX of any changes.
4. **Consent for Data Processing:** By submitting your data, you consent to its processing by ICEX for the stated purpose, which serves as the legal basis for data processing.
5. **Data Retention:** Once your participation in the ICEX activity is completed, ICEX will retain your data in a blocked format for the legally required period to comply with its obligations, without affecting your rights as stated in point 6.
6. **Use of Data:** ICEX will not use the collected personal data for purposes other than those mentioned above.
7. **Rights Over Your Data:** You may exercise your rights to access, rectify, delete, oppose, restrict processing, and data portability (if applicable) at any time by sending a written request to our Data Protection Officer at delegadoprotecciondatos@icex.es, attaching a copy of your DNI (National ID) or equivalent document and specifying your request.
8. **Right to File a Complaint:** If you believe that your data has been processed improperly, you have the right to file a complaint with the Spanish Data Protection Agency (AEPD) at C/ Jorge Juan, 6, 28001 – Madrid (<https://www.aepd.es/es>) or with our Data Protection Officer.

重要信息

ICEX 高度认可 参与行业计划的企业授权 西班牙国家税务局 (Departamento de Aduanas e II.EE) 向 ICEX 提供其对外贸易的统计信息。企业可通过 www.icex.es/colabora 进行注册。

关于个人数据保护和保密的信息 (适用于参展申请表)

根据 2018年12月5日第3号基本法 (关于个人数据保护和数字权利保障) 以及 2016年4月27日欧洲议会与理事会条例 (EU) 2016/679 (关于自然人个人数据处理及自由流通) · 我们在此告知以下内容 :



1. 数据责任：根据上述法规，ICEX España Exportación e Inversiones, E.P.E. (ICEX) 拥有一套数据保护政策。本程序中所收集的个人身份信息及联系方式将由 ICEX 负责进行自动化处理，其目的在于管理您的申请，并在获选后安排您参与 ICEX 组织的活动。您的数据将存储于 ICEX 负责管理的数据库中，以便处理您的申请及后续参与。
2. 数据提交义务：您必须提供所要求的数据，否则将无法参与本次活动。
3. 数据准确性：您声明所有提供的数据真实、准确，并承诺在信息变更时通知 ICEX。
4. 数据处理同意：您同意 ICEX 处理您的个人数据，且您的同意即构成 ICEX 合法处理数据的法律依据。
5. 数据保留：活动结束后，ICEX 将在法定期限内以封锁状态保留您的数据，以履行法律义务，同时不会影响您在第6条中提到的权利。
6. 数据用途：ICEX 不会将您的个人数据用于上述目的之外的任何其他用途。
7. 数据权利：您可以随时行使您的权利，包括访问、修改、删除、反对、限制处理和数据可携带性（如适用）。您可通过电子邮件联系 ICEX 数据保护官（delegadoprotecciondatos@icex.es），并附上您的 DNI（西班牙身份证）或同等文件，同时明确您的请求内容。
8. 投诉权利：如果您认为 ICEX 不当处理了您的数据，您有权向西班牙数据保护局（AEPD）提出投诉：C/ Jorge Juan, 6, 28001 – Madrid（**<https://www.aepd.es/es>**），或直接联系 ICEX 的数据保护官。