



FACTSHEET

CHINA - MALAYSIA “BELT AND ROAD” SHAANXI TRADE EXPO 2019

展会信息

中国 - 马来西亚 2019 “一带一路”陕西特色商品展览会

Event Type	: Trade Exposition
展会类型	: 贸易展
Date	: 25 th – 27 th November 2019
日期	: 2019年11月25-27日
Venue	: Hall 2 - 5, Kuala Lumpur Convention Centre, Kuala Lumpur.
展会地点	: 2 - 5号馆, 马来西亚吉隆坡国际会议展览中心

THEME 主题

“Inheriting Silk Road spirit, Sharing development opportunities”

“传承丝路精神， 共享发展机遇”

The “Belt and Road” initiative is jointly established to focus on connectivity, deepen practical cooperation, work together to address the various risk challenges facing mankind, as well as achieve mutual benefit and common development. The joint development of “Belt and Road” has opened up new space for world economic growth, set up a new platform for international trade and investment, expanded new practices for improving global economic governance, made new contributions to enhancing the well-being of the people of all countries, and become a common path of opportunity and prosperity.

共建“一带一路”倡议，目的是聚焦互联互通，深化务实合作，携手应对人类面临的各种风险挑战，实现互利共赢、共同发展。共建“一带一路”为世界经济增长开辟了新空间，为国际贸易和投资搭建了新平台，为完善全球经济治理拓展了新实践，为增进各国民生福祉作出了新贡献，成为共同的机遇之路、繁荣之路。

Shaanxi is an important node in the development of “Belt and Road”, as well as the starting point of the ancient Silk Road. As an important birthplace of Chinese civilisation, a total of 13 capitals of the Zhou, Qin, Han and Tang Dynasties were established in Shaanxi. The Terracotta Army of the Qin Dynasty, the eighth miracle of Xi'an is famous both at home and abroad. Shaanxi is the geometric centre of China's territory. Being located at a strategic location, it offers transportation advantage and the lowest logistics cost. It is an important equipment manufacturing base in China, and has the resource industry foundation and market advantages to sustain industrial development. There are more than 1,000 research institutes which offer the advantages of talents and resources required to sustain rapid business development. Being the only free trade zone in the west, it offers trade convenience and business environment suitable for living and working.



中国 - 马来西亚

2019 “一带一路”陕西特色商品展览会

CHINA - MALAYSIA “BELT AND ROAD”
SHAANXI TRADE EXPO 2019

时间 / DATE:
2019年11月25日至2019年11月27日
25/11/2019 - 27/11/2019

地点 / VENUE:
马来西亚吉隆坡国际会议中心
Kuala Lumpur Convention Centre, Malaysia

陕西是“一带一路”建设的重要节点，是古丝绸之路的起点。陕西作为中华文明重要的发祥地，先后有周秦汉唐13个王朝在此建都，西安第八大奇迹秦兵马俑闻名海内外。陕西是中国版图的几何中心，拥有便于要素集聚流通的区位优势，物流成本最低；是中国重要的装备制造基地，拥有承载产业发展的资源产业基础和市场优势；科研院所1000多家，拥有支撑企业快速发展的人才和资源优势；西部唯一的自贸区，拥有宜居宜业的贸易便利和营商环境。

POSITIONING 定位

China – Malaysia “Belt and Road” Shaanxi Trade Expo 2019 core objective is promoting and deepen the initiative of “Belt and Road” for actively developing in strengthening the economic, trade cooperation and cultural exchange platform between Shaanxi Province and Malaysia. Expanding the platform to promote international capacity cooperation in both high-quality industries. Featuring the high-quality products to meet the people’s need for a better life.

中国 - 马来西亚2019“一带一路”陕西特色商品展览会主要推动“一带一路”倡议走深走实，为中国陕西省与马来西亚开展经贸合作与人文交流搭建平台，推动双方优势产业开展国际产能合作、双方特色优质产品满足百姓对美好生活需求。

CHINA – MALAYSIA “BELT AND ROAD” SHAANXI TRADE EXPO 2019 CAN BE BROADLY DIVIDED INTO FIVE CATEGORIES:

中国 - 马来西亚2019“一带一路”陕西特色商品展览会共有五大类：

- **AREA OF SHAANXI SPECIALTY PRODUCTS 陕西特色产品展示区**
High-Quality Agricultural and Sideline Products, Textile and Other Consumer Goods
优质农副产品、纺织、医药、日用品等特色产品
- **AREA OF SHAANXI INDUSTRIAL PRODUCTS 陕西工业品展区**
“MADE IN CHINA 2025” Key Industries; Products of Electronic and Equipment Manufacturing Industries
聚焦“中国制造2025”重点领域，展示电子产品，装备制造等产品
- **AREA OF SHAANXI CULTURES 陕西文化展示区**
Shaanxi Cultural & Creative Products, Intangible Cultural Heritage Products and Other Featured Products of The Cultural Industry
陕西文创产品，非遗产品等陕西特色文化产业
- **AREA OF SHAANXI LOCAL DELICACIES 陕西美食展示区**
Making and Tasting of Shaanxi Cuisine
陕西特色美食的制作和品鉴
- **MALAYSIA SHOWCASE 外方展示区**
Malaysia Specialty Products
马来西亚特色产品



HOSTED BY 主办单位

The People's Government of Shaanxi Province 中国陕西省人民政府
Malaysia – China Business Council (MCBC) 马来西亚-中国商务理事会

ENDORSED BY 认可单位

Malaysia External Trade Development Corporation (MATRADE) 马来西亚对外贸易发展局

ORGANISED BY 承办单位

China Council For The Promotion of International Trade Shaanxi Sub-Council (CCPIT-SHAANXI)
中国陕西省贸促会
Shaanxi Provincial Department of Commerce 中国陕西省商务厅
Shaanxi Provincial Development and Reform Commission 中国陕西省发展改革委员会
Department of Culture and Tourism of Shaanxi Province 中国陕西省文化和旅游厅
Shaanxi Administration For Market Regulation 中国陕西省市场监督管理局
Malaysia International Exhibitors Association (MIEA) 马来西亚国际商会
Pinnacle Concepts Sdn Bhd 巅峰概念私人有限公司

CO-ORGANISED BY 协办单位

Shaanxi Publicity Office 中国陕西省委宣传部
Shaanxi Foreign Affairs Office 中国陕西省外事办
Shaanxi Provincial Department of Finance 中国陕西省财政厅

SUPPORTED BY 支持单位

Ministry of Tourism, Arts & Culture Malaysia 马来西亚旅游艺术与文化部
Malaysia Convention & Exhibition Bureau 马来西亚会议展览局
Visit Truly Asia Malaysia 2020 马来西亚亚洲魅力所在2020观光年
Malaysian International Chamber of Commerce and Industry (MICCI) 马来西亚国际总商会

COLLABORATION PARTNER 合作伙伴

Advanced Real Time Systems Sdn Bhd (ARTSYS)
InQBay Berhad (meGO EVENT)

OFFICIAL MEDIA PARTNER 合作媒体

Nanyang Siang Pau 南洋商报
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