

北京 国家会议中心
China National Convention Center, Beijing

2016 年 12 月 16-18 日
December 16-18, 2016



IIEE 2016

国际创新创业博览会

International Innovation & Entrepreneurship Expo



基本情况

展会名称: 国际创新创业博览会
展会地点: 国家会议中心
布展日期: 2016年12月14-15日
展览日期: 2016年12月16-18日
展览面积: 16500 平米
展览地址: 北京市朝阳区天辰东
路 7 号

组织架构

指导单位

中华全国总工会
共青团中央

主办单位

国家信息中心
国资委新闻中心
中国工业经济联合会
中国青年报社
中国职工国际旅行社总社
北京大学校友会

战略支持单位

中国企业联合会
中国社会福利与养老服务协会
中华文化促进会
KAB 全国推广办公室
中国轻工企业投资发展协会
中国产业海外发展协会俄罗斯合作中心

承办单位

北京中青在线网络信息技术有限公司
中粮 三利广告展览有限公司
北京中工卓越国际会议展览有限公司
中国工经联工业经济研究中心
奥琦玮信息科技(北京)有限公司

战略合作单位

北京大学创业训练营
中国华阳经贸集团有限公司
成都原乡文化投资有限公司
思创客品牌咨询有限公司
上海伴城伴乡城乡互动发展促进中心
有滋有味(北京)科技有限公司

General Information

Name: International Innovation & Entrepreneurship Expo
Venue: China National Convention Center, Beijing
Installation Period: December 14-15, 2016
Exhibition Period: December 16-18, 2016
Exhibition Area: 16500m²
Address: No. 7 Tianchen East Road, Chaoyang District,
Beijing

Organizational Structure

Guided by

All-China Federation of Trade Unions
Central Committee of the Communist Youth League

Hosted by

State Information Center
News Center of State-owned Assets Supervision
and Administration Commission
China Federation of Industrial Economics
China Youth Daily
China Professionals-Workers International Travel
Service Head Office
Peking University Alumni Association

Strategically Supported by

China Enterprise Confederation
China Association of Social Welfare and Senior Service
Chinese Culture Promotion Society
KAB National Promotion Office
China Light Industry Enterprises Investment and
Development Association
Russia Cooperation Centre of China Overseas
Development Association

Organized by

Beijing China Youth Online Network Information
Technology Co., Ltd.
COFCO Sunry Advertising and Exhibition Co., Ltd.
Beijing Zhonggongzhuyue International
Conference and Exhibition Co., Ltd.
Industrial Economy Research Centre of China
Federation of Industrial Economics
Acewill Information technology (Beijing) Co., Ltd.

Strategic Partnership

Entrepreneur's Training Camp.Peking University
China HuaYang Economic and Trade Group Co., Ltd.
Chengdu Pureland Cultural Investment Co., Ltd.
StrongBrand Consulting Co., Ltd.
Shanghai Rural-Urban Collaborative Development Centre
Good Taste Beiijing Technology Co., Ltd.

展会背景 Background

“十三五”时期是全面建成小康社会决胜阶段。在“十三五”开局之年，创新被摆在了国家发展全局的核心位置，大众创业万众创新将成为国家发展的新引擎。

创新创业平台（如国家自主创新示范区、国家高新技术产业开发区、国企创新创业孵化器、科技企业孵化器、小企业创业基地、大学科技园和高校、科研院所、创客空间、创业咖啡、创新工场等。）是集成落实政策、整合资源的中心，是培育文化、激发活力、孵化成果的沃土，在创新创业生态环境中处于最关键的枢纽位置，是《十三五规划纲要》中实现国家创新驱动战略的终端抓手。

为创新创业平台营造良好的社会舆论氛围，对接国内外企业、资金、技术、人才、服务等资源，打通平台间交互共享的渠道，是落实国家战略亟待解决的重要问题。

国际创新创业博览会（International Innovation & Entrepreneurship Expo）将于每年12月在北京举办。博览会将以创新创业平台及企业为主体，以纵深传播为主线，以高端论坛为核心，以国际展览为载体，为创新创业平台、企业及创客搭建国际性展示、交流、合作的平台，落实创新驱动发展战略，助力打造大众创业万众创新新引擎。

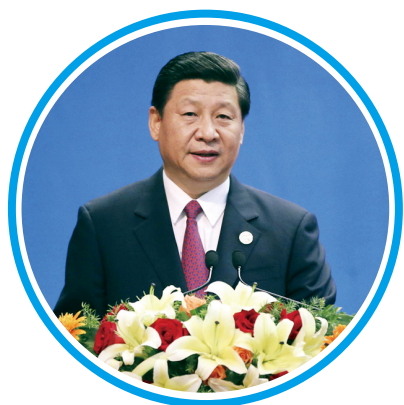
The 13th Five-Year Plan period will be the determinant stage in completing the building of a moderately prosperous society in all respects. In the first year of the 13th Five-Year Plan period, innovation enjoys the top priority in overall national development, and mass entrepreneurship and innovation will become a new engine fueling national growth.

Innovation and entrepreneurship platforms (e.g. national self-dependent innovation demonstration areas, national high-tech industrial development zones, incubators for the innovation and entrepreneurship of state-owned enterprises, high-tech enterprise incubators, entrepreneurial bases for small businesses, university science and technology parks as well as institutions of higher learning, scientific research institutions, maker-spaces, start-up cafes and innovation works) are centers for policy integration and implementation as well as resource integration. They are also the fertile soil for cultural cultivation, vitality inspiration and the results of incubation. Additionally, they enjoy the most important positions in an eco-environment characterized by innovation and entrepreneurship. Furthermore, they constitute an ultimate approach of the national strategy on innovation-driven development in the Outline of the 13th Five-Year Plan for National Economic and Social Development of China.

Creating favorable social public opinion atmosphere for innovation and entrepreneurship platforms, connecting enterprise, funds, technology, talents, services and other resources both at home and abroad and bridging the channel of interactive sharing between the platforms are important issues that need to be solved urgently.

International Innovation & Entrepreneurship Expo will be held in Beijing in December each year. Having innovation and entrepreneurship platforms or enterprises as the main bodies, having in-depth communication as the mainline, having high-end forums at the core, also, having international exhibitions as the carrier, the Expo will establish an international platform of exhibition, exchanges and cooperation for innovation and entrepreneurship platforms as well as enterprises and makers, implement the strategy of innovation-driven development and help to build the new engine of mass entrepreneurship and innovation.

高层论“创”



习近平总书记

创新是社会进步的灵魂，创业是推动经济社会发展、改善民生的重要途径。

广大青年一定要勇于创新创造。要勇于创业、敢闯敢干，努力在改革开放中闯新路、创新业，不断开辟事业发展新天地。



李克强总理

我们将通过推动“双创”，把精英和草根、线上和线下、企业和科研院所的创新活动融合起来，以千千万万市场主体的“微行为”，汇成创新发展的“众力量”。

我们提倡大企业和小企业一起建立双创平台，通过共享资金和技术，放大内部员工及小企业的能量，实现共享发展、共同成长。

展会特色 Features

» 走向国际的双创平台

» 促进就业的双创盛会

1

2

3

4

» 贴近百姓的创新生活

» 富有深度的融合传播

- ① World-oriented innovative and entrepreneurial platforms
- ② Innovative life close to the public
- ③ A summit on Innovation and entrepreneurship that promotes employment
- ④ In-depth convergent media

5 大理念：
5 Concepts:

创新、协调、绿色、开放、共享
Innovation Coordination Green Openness Sharing

4 大重点：
4 Key Points:

新技术、新产品、新业态、新模式
New technologies New products
New business formats New modes

3 大主旨：
3 Purports:

展示、交流、合作
Exhibition Exchanges Cooperation

3 大主题：
3 Themes:

共识、共创、共享
Consensus Co-creation Sharing

论坛主题 Forum Themes

开幕式暨一带一路创新创业新契机
Opening ceremony and the "Belt and Road" new opportunities for innovation and entrepreneurship

1

大国工匠——职业创新发展论坛
Great powers craftsman --- Forum on innovation and development of employees

2

智能汽车的市场机遇
Market opportunities for intelligent vehicles

3

创业风险与稳定就业
Entrepreneurial risks and employment stabilization

4

5

创新驱动发展战略的央企行动

Actions among central government-led enterprises to implement the strategy of innovation-driven development

6

京津冀创新创业协同发展

Forum on collaborative development of innovation and entrepreneurship in Beijing, Tianjin and Hebei

7

双创平台的特色化发展之路

Characteristic development path of innovative and entrepreneurial platforms

8

科技成果转化与产业升级

Science and technology achievements commercialization and industrial upgrading

9

创业企业出海的机遇与挑战

Opportunities and challenges of start-up enterprises going overseas

系列活动 Series of Events

创咖讲坛

Forum on entrepreneurial elites

1

招商说明会

Investment attraction seminar

2

项目路演

Project road shows

3

4

产品 / 专利发布会

Product launches and patent conference

展览分区 Exhibition Areas

（一）“一带一路”展区

“一带一路”沿线国家创新创业城市和国际高技术、新能源、新材料、智能制造等企业代表及高端产品。

（二）国际展区

展示国际最一流的创新企业和创新成果。如荷兰、日本等国家及我国香港、台湾、澳门等地区双创精品展，以及新能源汽车、机器人精品展等。

（三）职工技能创新展区

展示国有企业职工技能双创成果。

（四）中国青年创业展区

集中展示全国共青团青年双创成果。

（五）省市区域展区

创新创业成绩突出的省（市、区），包含区内文化创意产业园、海洋产业园、智慧园区等特色产业园及代表企业。下设“京津冀”协同发展、长江经济带双创精品展等。

（六）现代服务业展区

与人们生活息息相关的现代服务业创新创业成果。

（七）智能 + 新能源汽车展区

展示国内外新能源最新技术和产品。

（八）“智能 + 生活”双创展区

展示智能养老、智慧旅游、智能制造、智慧城市等“智能 + 生活”双创成果。

（九）创客空间及创客展区

创客空间、创业咖啡、创新工场等创业平台及其孵化企业、创业者，如“互联网+”创业精品展。

（十）创业服务展区

银行、创投基金等金融服务机构，法律、品牌、市场等咨询服务机构，综合性或专业性服务平台或企业等。

（十一）科技成果转化展区

高校和科研机构的具有转化潜力的科技创新成果。

（十二）媒体创新展区

国内外媒体创新创业成果，如创新创业垂直媒体展等。

展览分区 Exhibition Areas

I. The “Belt and Road” Exhibition Area

Introduce typical innovation and entrepreneurship cities of countries along the “Belt and Road”, as well as business representatives and products of international high-tech, new energy, new material and intelligent manufacturing industries.

II. The International Exhibition Area

Exhibit first-class international innovative enterprises and products. e.g., selected innovative and entrepreneurial achievements from Netherlands, Japan, Hong Kong China and other countries or districts, as well as display of new energy vehicles and robots.

III. Technical Innovation of Employees Exhibition Area

Display technical innovative achievements of State-owned Enterprise Employees

IV. China Young Entrepreneurs Exhibition Zone

The central demonstration of innovative and entrepreneurial achievements made by youth from nationwide Communist Youth League.

V. The Exhibition Area for Chinese Provinces and Cities

Exhibit characteristic industrial parks, such as cultural and creative industrial parks, ocean industrial parks and smart parks, as well as representative enterprises within respective provinces (cities and districts) with outstanding achievements in innovation and entrepreneurship, including selected mass innovation and entrepreneurship exhibitions on Collaborative Development of Beijing, Tianjin and Hebei and the Yangtze River Economic Belt, etc.

VI. The Modern Service Industry Exhibition Area

Innovative and entrepreneurial achievements of the modern service industry that are close related to ordinary life.

VII. Intelligent or New Energy Vehicles Exhibition Area

Exhibit new energy technologies and products at home and abroad.

VIII. The Exhibition Area of the “Intelligent Life” Innovative Products

Innovative and entrepreneurial achievements of “Intelligent Plus”, such as intelligent pension, intelligent tourism, intelligent manufacturing, wisdom city and so on.

IX. The Exhibition Area of Maker-spaces and Makers

Maker-spaces, start-up cafes, innovation works and other entrepreneurship platforms as well as entrepreneurs and enterprises incubated by them, e.g, the exhibition on “Internet Plus” innovative achievements.

X. The entrepreneurship service exhibition area

Banks, venture capital funds and other financial service institutions; legal, brand, market and other consulting service institutions; comprehensive or professional service platforms or enterprises.

XI. The science and technology achievement transformation area

The science and technology innovation achievements of universities and scientific research institutions with transformative potentials.

XII. The media innovation area

Innovation and entrepreneurship achievements of domestic and overseas media, e.g. the exhibition on vertical media on innovation and entrepreneurship.

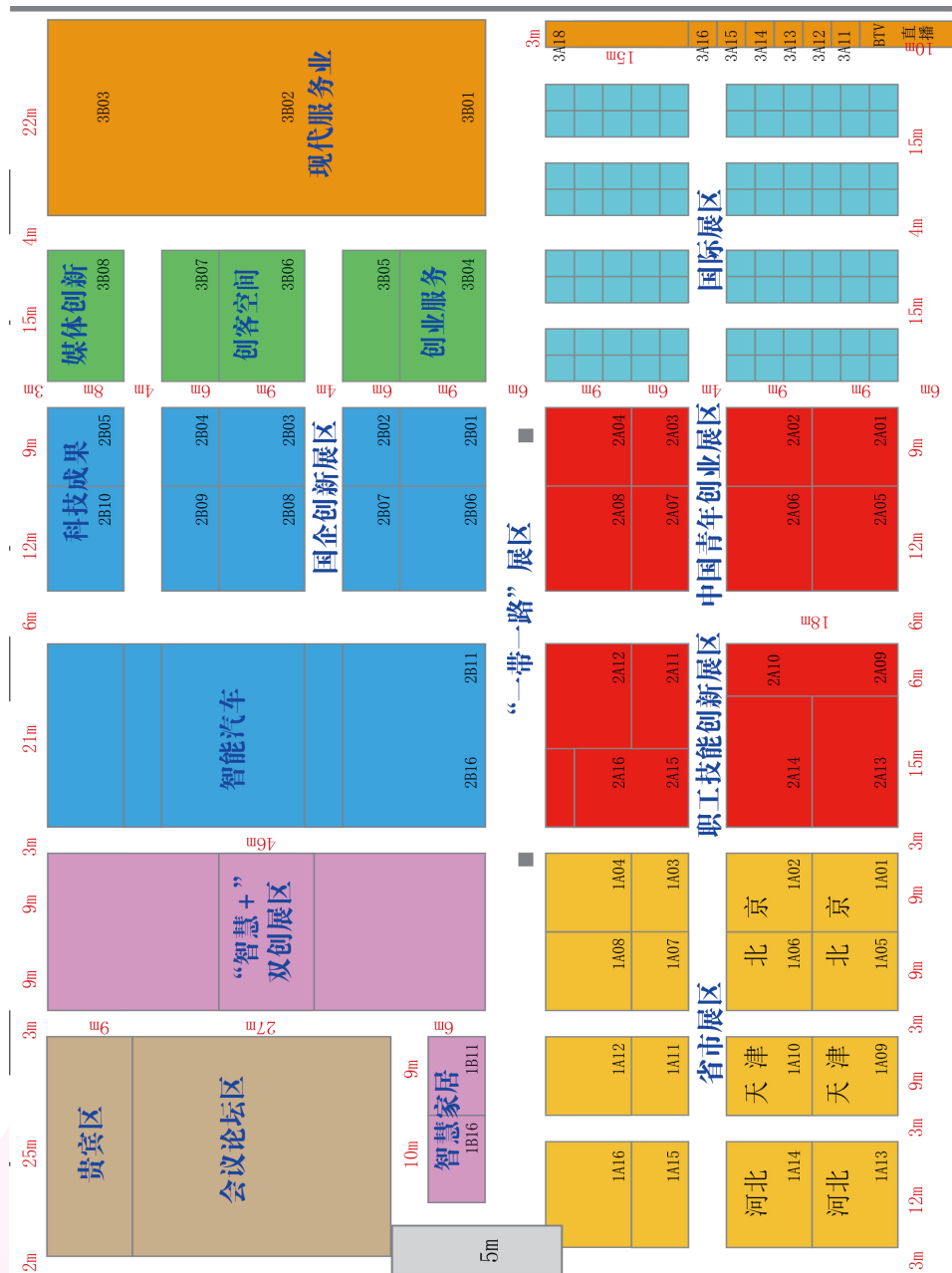
展馆规划 Venue Planning

场馆：国家会议中心

国家会议中心毗邻鸟巢和水立方
是中国最顶级配置的展览展示中心

Venue: China National Convention Center

Located adjacent to the National Stadium (Bird Nest) and the National Aquatics Center (Water Cube), China National Convention Center is a state-of-the-art convention and exhibition center of China



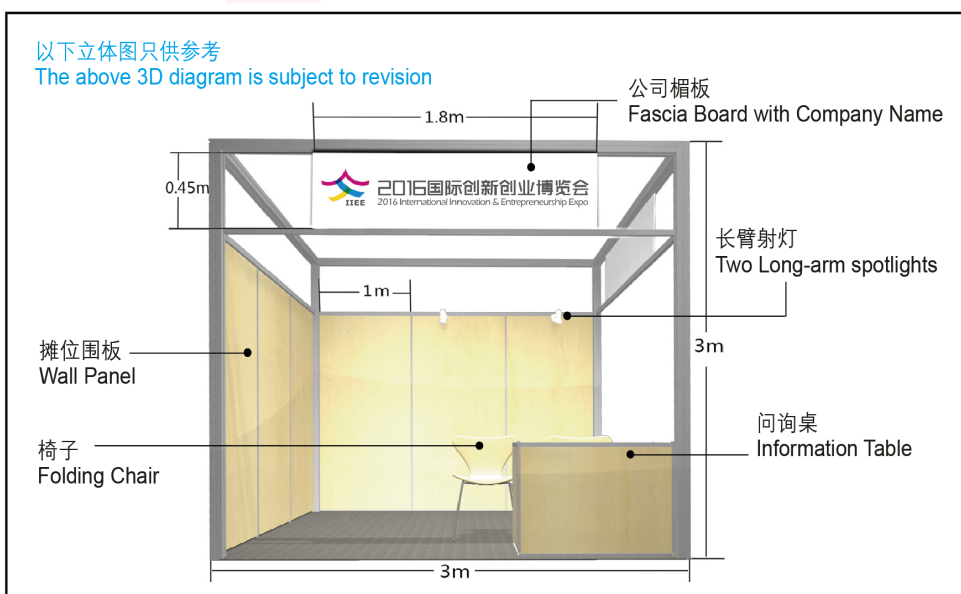
展位标准 Booth standard

项目 Project	标准展位价格 Standard Booth	光地价格 Raw Space
国内展位价格 Booth price - Domestic	¥ 13500/9m ²	¥ 1350/m ²
国外展位价格 Booth price - Oversea	\$ 2600/9m ²	\$ 260/m ²
光地展位 : 36 平方米起订, 仅提供场地 Raw Space : 36m ² as minimum size, space rental only.		

标准展位配置 Standard booth configuration

公司楣板 Fascia Board	参展商中英文公司名称及摊位号码招牌 Standard fascia board with booth number and company name in Chinese and English.
摊位围板 Wall Panels	由铝制框架结构固定的三边围板, 角位摊位为两边围板和双楣板 Three side walls held by aluminum modular system. For the case of corner booth, it will be two side walls and two fascia boards.
地毯 Carpet	摊位内均铺有地毯 Needle punch carpet covering the entire booth area.
家具 Furniture	一张询问桌 One information counter 两把折椅 Two folding counter
电力设备 Electrical device	两个长臂射灯 Two long-arm spotlights 一个 5A 插座 (非照明用途) One 5A socket (not for lighting purpose)

标准展位效果图 The effect picture of standard booth



展会服务 Exhibition Services

一、定制活动

(一) 论坛参与

1. 开幕式暨主论坛

邀请与博览会签订战略合作协议的展商参与开幕式暨主论坛，邀请其主要领导讲话或分享发展经验。

2. 主办分论坛

展商根据自身需求，设定论坛主题、流程，经组委会批准后举办。组委会协助邀请相关人员参加，对接相关资源。

3. 论坛冠名

展商冠名组委会组织的重要论坛，作为重要嘉宾在论坛上发言，分享自身案例报告，对接相关资源。

(二) 招商引资引智说明会

展商根据招商引资引智需求，举办说明会。组委会提供场地及基础布置，协助展商邀请重点企业、投资人、研究人才、高校毕业生等。

(三) 企业招聘说明会

展商根据招聘需求，举办招聘说明会。组委会提供场地及基础布置，协助展商邀请高校毕业生、研究人才等。

(四) 产品 / 专利发布会

根据展商需求，举办产品或专利发布会。组委会提供场地及基础布置，协助展商邀请投资人、产业园及媒体等。

(五) 创业项目路演

组委会举办创业项目路演大会，展商根据自身需求参与大会。组委会邀请知名投资公司参与，实现资金与项目对接。

(六) 国际创新投资沙龙

组委会举办国际创新投资沙龙，邀请“一带一路”沿线重要国家代表参加，对接国内外创新创业投资。

(七) 其他专项定制活动

组委会可根据参展商需求，定制其他类型活动，提供定制布展服务。

展会服务 Exhibition Services

I. Customized Events

i. Forum participation

a. Opening ceremony and the main forum

Exhibitors that have strategic cooperation agreements with the Expo will be invited to attend the opening ceremony and the main forum. Their principle leaders will be invited to deliver speeches or share their development experiences.

b. Organization of sub-forums

The exhibitors will set the themes and processes of the sub-forums according to respective needs and will host them upon approval by the Organizing Committee. The Organizing Committee will assist in inviting relevant participants and docking related resources.

c. Title sponsorship

The exhibitors may acquire title sponsorship of important forums organized by the Organizing Committee, deliver speeches at the forums as important guests, share their own case reports and link relevant resources.

ii. Investment and talent attraction presentations

The exhibitors may give presentations according to investment and talent attraction requirements. The Organizing Committee will provide the venue and basic arrangements, and it will assist them in inviting important enterprises, investors, research talents and university graduates, etc.

iii. Enterprise recruitment presentations

The exhibitors may hold recruitment presentations according to respective recruitment needs. The Organizing Committee will provide the venue and basic arrangements, and it will assist them in inviting university graduates and research talents.

iv. Product/patent launches

Product or patent launches will be held according to the exhibitors' needs. The Organizing Committee will provide the venue and basic arrangements, and it will assist them in inviting investors, industrial parks and the media, etc.

v. Entrepreneurship project roadshows

The Organizing Committee will hold entrepreneurship project road shows, and the exhibitors may participate in the road shows according to their own needs. The Organizing Committee will invite famous investment companies and link funds with the capitals.

vi. The international innovation investment salon

The Organizing Committee will host an international innovation investment salon. It will invite representatives of the important countries along the "Belt and Road" to participate in the salon and link innovation and entrepreneurship investment both at home and abroad.

vii. Other special customized events

The Organizing Committee may organize other types of customized events and provide customized exhibition installation services according to the requirements of the exhibitors.

二、推广服务 II. Promotion Service

(一) 拟邀媒体 i. Media to be invited

组委会将组织数百家媒体，对参展单位进行传播推广，包括但不限于。

The Organizing Committee will organize hundreds of media to publicize the exhibitors. These media include the following:

中国青年报系 Convergent Media Net of China Youth Daily



创业类垂直媒体 Vertical Media for Entrepreneurship



招聘类垂直媒体 Vertical Media for Recruitment



电视台 / 视频媒体 TV/Video Media



平面媒体 Print Media



网络媒体 Network Media



国际媒体 International Media



直播媒体 Broadcast Media



(二) 现场推广

1. 展会大厅 LED 大屏推广
2. 会刊彩页推广
3. 背景板推广

(三) “国际创新创业博览会”专栏、专版传播

1. 《中国青年报》国际创新创业博览会主题深度采访，专版传播
2. 中央及地方重要媒体整合传播

(四) 博览会官网推广

1. 网络广告：
 - (1) 首页视频推广
 - (2) 首页图片推广
 - (3) 首页文字推广
2. 全景互动虚拟展馆，永久展示
3. 专题网页推广，永久展示

(五) 新媒体推广

1. 博览会 / 中国青年报社 30 余个微信服务号、公众号近千万粉丝联合推广
2. 博览会 / 中国青年报社微博矩阵推广
3. 创新创业垂直新媒体整合传播
4. 网络红人网络直播推广

II. On-site promotion

- a. Promotion through LED screens in the exhibition hall
- b. Promotion through color pages of the Expo brochure
- c. Promotion through backdrops

III. Promotion through special columns and pages on International Innovation and Entrepreneurship Expo

- a. In-depth Interview on International Innovation and Entrepreneurship Expo in China Youth Daily, promotion through special pages
- b. Integrated promotion through central and local important media

IV. Promotion through the official website of the Expo

- a. Online advertising:
 - Home page video promotion
 - Home page picture promotion
 - Home page text promotion
- b. Panoramic interactive virtual exhibition halls, permanent display
- c. Promotion through special webpages, permanent display

V. Promotion through new media

- a. Joint promotion by over 30 We Chat service and official accounts of the Expo/China Youth Daily and nearly 10 million fans
- b. Promotion through the micro-blog matrix of the Expo/China Youth Daily
- c. Integrated promotion through vertical innovation and entrepreneurship new media
- d. Promotion through the live web casting of web celebrities



2016国际创新创业博览会

2016 International Innovation & Entrepreneurship Expo

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