



#SpainFoodNation

7th OPEN DAY – 2021

SPANISH WINE, BEER & SPIRITS SHOWROOM IN HANGZHOU AND NANJING

2021 第七届西班牙美酒，啤酒和烈酒

杭州、南京开放日

ICEX and the Economic & Commercial Offices of Spain in Shanghai are pleased to invite your company to participate in the **7th Open Day: 2021 Spanish Wine, Beer & Spirits Showroom**, 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上海总领事馆经济商务处诚邀贵公司莅临 **2021 第七届西班牙美酒，啤酒和烈酒开放日**，将于以下日期在以下城市举行：

- Hangzhou (Zhejiang), June 29th 2021. (浙江省)杭州市，2021 年 6 月 29 日
- Nanjing (Jiangsu), July 1st 2021. (江苏省)南京市，2021 年 7 月 1 日



1. PURPOSE OF THE OPEN DAY: SPANISH WINE, BEER & SPIRITS SHOWROOM 2021

开放日的目的：2021 西班牙美酒沙龙

After the success of the previous editions (2014-2019), the **Open Days** will continue to promote Spanish wines, beer & spirits and strengthen the presence and knowledge of our flagship products in key cities in China:

继前几次开放日(2014-2019)成功举办之后，将继续推广西班牙美酒，啤酒和烈酒，以提升我旗舰产品在中国主要城市的形象和知名度：

- Promote **high quality** wines, beer & spirits from Spain in China:
在中国推广**高品质**的西班牙美酒，啤酒和烈酒：

Wine: The exhibition or promotion of wine with an Ex works (EWX) price lower than 2€ will not be permitted. 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.

美酒：禁止展示或者推介出厂价低于 2 欧元的葡萄酒。主办单位保留要求参展商出示合规证明的权利，也会将没有达到最低价格的酒从展示中删除。

- Increase awareness of Spanish products in Zhejiang, Jiangsu and neighboring provinces.
在浙江，江苏及其周边省份提升西班牙产品的知名度。
- Provide the opportunity to develop business in China.
提供在华开展业务的机会。
- Strengthen relationships between trade sectors and media.
加强贸易领域和媒体之间的联系。
- Provide opportunities for exhibitors to showcase and market their products and services.
为参展商展示和营销其产品和服务提供机会。

2. WHY JOINING US?

为何加入我们？

- **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 premium Spanish product range.

在对方的地方遇见对的人。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，作为西班牙政府在中国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 glass, ice and dishes for tasting your products, as well as parallel activities related to culture and Spanish cuisine. Furthermore, participating in the 7th Open Day: Spanish Wine, Beer & Spirits in 2021 will allow your company to enjoy free listing on the WeChat page and exhibitors' catalogue of the event. You will be able to sell your products to increase visitor's knowledge of Spanish products.

广泛的服务。 每个参展商都有一个装饰好的展位，西班牙美食美酒的图片将与贵公司的标识或者相应品牌一同出现，有为产品试吃提供酒杯、冰块、盘碟等服务，同时还有与西班牙文化烹饪相关的活动。此外，参与 2021 西班牙美酒，啤酒和烈酒第七届开放日可以在微信公众号以及活动参展商名录里面免费列出贵公司的名字。您也有机会销售您的产品，以增加参观者对西班牙产品的了解。

2.1 OPEN DAY IN HANGZHOU

杭州的开放日

Hangzhou, with over 10.36 million inhabitants and more than 22,102\$ per capita income in 2019, is the capital of Zhejiang, one of the most important financial, industrial, commercial provinces in eastern China. Hangzhou's economic aggregate ranks 4th among those provincial cities after Guangzhou, Chengdu, and Wuhan, and 10th among large and medium-sized cities. In 2019, Hangzhou has increased 8.5% in goods import with a total amount at 198,400 million in RMB. Cereals, seafood, wine, dairy food, meat, pastry and cookies, fruit and dry fruit, honey, edible oil, and canned food are top 10 imported categories of the Zhejiang province. Hangzhou also is the base of the Alibaba Group, the most influential eCommerce company in China.



杭州，拥有 1036 多万人口，2019 年人均收入超过 22,102 美元，是浙江省的省会城市，而浙江省是中国东部最重要的金融、工业、商业省份之一。杭州的经济总量在省级城市中排名第四，位居广州、成都和武汉之后，在大中城市中排名第十。2019 年，杭州市商品进口总额增长 8.5%，达到 1,984 亿人民币。谷物，海鲜，葡萄酒，乳制品，肉类，糕点和饼干，水果和干果，蜂蜜，食用油和罐头食品是浙江省进口的十大类别。杭州还是中国最具影响力的电子商务公司阿里巴巴集团的基地。

Name of Event: Open Day: 2021 Spanish Wine, Beer & Spirits Showroom in Hangzhou

杭州开放日：2021 西班牙美酒，啤酒和烈酒

Date: June 29th, 2021

2021 年 6 月 29 日

Venue: TBC (a 4 or 5 star hotel in Hangzhou CBD)
待定（杭州四星或五星酒店）

Organizer: Economic & Commercial Office of Spain in Shanghai

西班牙驻上海总领事馆经济商务处

agroshanghai@comercio.mineco.es

Exhibition fee: (*) 798 € for Hangzhou Open Day only. Price includes:

798 欧元仅适用于杭州开放日。价格包括：

- Showroom material: one table, glasses and display for each company.
展示间物品：一张桌子，玻璃杯和展示架。
- 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 (1,448€).

(* 申请两个城市的优惠价格为 1,448 欧元。

PROGRAM: 日程:

13:00-13:10h	Spanish Open Day Ceremony 西班牙开放日开幕
13:10-16:30h	Live demonstration 现场展示
16:30-18:00h	Open session to consumers 面向消费者的环节

2.2 OPEN DAY IN NANJING

南京开放日

Nanjing, with a population of 8.5 million habitants and income more than 9,903\$ per capita in 2019, a strategic location and one of highest purchasing power in China, is the capital of Jiangsu province, which is one of the most active provinces in Chinese Economy. The export from Spain to Nanjing has reached 156 million USD in 2019. According to Mckinsey Institute's report of "The most dynamic cities in the World 2010-2015", Nanjing ranks 15th. Its GDP will increase more than 402% from now to 2025.



南京，拥有 850 万常住人口，2019 年人均城市居民人口收入超过 9903 美元。它是江苏省的省会城市，也是中国最具购买力的城市之一。江苏省是中国经济最活跃的省份之一。2019 年，南京与西班牙的进口贸易额约 1 亿 5 千 600 万美元。在麦肯锡全球研究所“2010-2015 年度全球最具活力城市排名”报告中，南京位列第 15。从现在开始到 2025 年，南京市的 GDP 增长率将达到 402% 以上。

Name of Event: Open Day: Spanish Wine, Beer & Spirits Showroom in Nanjing

南京开放日：2021 西班牙美酒，啤酒和烈酒

Date: July 1st, 2021

2021 年 7 月 1 日

Venue: TBC (a 4 or 5 star hotel in Nanjing CBD)

待定（南京四五星级酒店）

Organizer: Economic & Commercial Office of Spain in Shanghai

西班牙驻上海总领事馆经济商务处

agroshanghai@comercio.mineco.es

Exhibition fee: (*) 798 € for Nanjing Open Day only. Price includes:

798 欧元仅适用于南京开放日。价格包括：

- Showroom material: one table, glasses and display for each company.
展示间物品：一张桌子，玻璃杯和展示架。
- 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。

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PROGRAM: 日程:

13:00-13:10h	Spanish Open Day Ceremony 西班牙开放日开幕
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16:30-18:00h	Open session to consumers 面向消费者的环节

3. OTHER TERMS AND CONDITIONS

其他事项和条件

3.1 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

3.2 IMPORTANT NOTICE

重要提示

- **Deadline:** All applications (with the attached application form) should be sent by April 27th 2021.
截止日期: 所有申请（连同所附的申请表）须于4月27日之前提交。
- **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。
- **Only the participation of Chinese companies will be accepted.** Spanish companies can only participate via their importer, distributor or legally established Chinese subsidiary.
仅接受中国公司的参与。西班牙企业只能通过他们的进口商、经销商或者在中国合法成立的分公司参与。
- **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.
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运服务。

- **To ensure everyone's safety, the Open Day will take place strictly following the COVID19 prevention and control measures implemented by the Chinese authorities.** If necessary, temperature controls will be carried out and the individual healthy code will be requested to enter the venue. Prevention materials such as masks, and disinfectant may be supplied.
为了确保所有人的安全，开放日将严格遵照中国政府规定的新冠肺炎预防和控制措施。 如有必要，在入口处将检测体温，并要求出示个人健康码。也可以提供口罩和消毒剂等防疫物资。
- **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.**
如因不可抗力或参展公司不足的情况下取消展览，并且在原定活动日期之前进行了充分沟通，则 ICEX 和西班牙驻华各经济商务处对任何可能造成的损害均不负责。
- For any additional information, please do not hesitate the Economic & Commercial Offices of Spain in Shanghai.
如需其他任何信息，请及时联系西班牙驻上海商务处：
 - Tel. +86 021-62172620
 - agroshanghai@comercio.mineco.es

3.3 PAYMENT PROCEDURE TO PARTICIPATE IN THE OPEN DAY

开放日付款流程

PAYMENT TO SPANISH ACCOUNT

西班牙收款账户

1. Beneficiary 收款方

Name 名称: ICEX ESPAÑA EXPORTACIÓN E INVERSIONES
 Bank 银行: BBVA – Pº Recoletos, 10 Ala Sur, Pl. 1º - 28001 MADRID
 SWIFT: BBVAESMMXXX
 Account number (IBAN) 账号: ES82 0182 2370 4002 0000 0402

2. Payment concept: 付款备注

ODCN2021 + NAME OF YOUR COMPANY 公司名称

3. Exhibition FEE: 参展费用

3.a For Chinese companies: 中国企业

- One event 一站活动: 798 €
- Two events 两站活动: 1,448 €

3.b For Spanish companies (21% VAT will be added to the fee): (*) 西班牙企业 (需另收 21% 增值税)

- One event 一站活动: 798 € + 21% IVA = 965,58 €
- Two events 两站活动: 1,448 € + 21% IVA = 1.752.08 €

(*) Payment by a Spanish company will only be accepted on behalf of its Chinese importer, distributor or legally established Chinese subsidiary. 西班牙企业只能以其在华的进口商，分销商或者合法成立的子公司的名义进行付款。

- The company has to send the bank transfer receipt to Mrs. Susi Torets: feriasvinos@icex.es

企业应将银行转账凭证发送给 Susi Torets 女士: feriasvinos@icex.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.

发票将以欧元金额显示。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。提供非纸质发票。

- Required information for the invoice:

发票所需信息:

- Name of the company 公司名称
- NIF (for Spanish companies) 税号 (适用于西班牙企业)
- Address, Telephone and email 企业地址, 电话和电子邮箱
- Contact person to send the invoice, email and telephone number. 负责接收发票的联系人, 电子邮箱和电话号码

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

请阅读所附的申请表，以了解展示间的更多信息，以及如何参与此次活动的流程。



FEDER

"Este servicio/actividad es susceptible de ser cofinanciado/a por el Fondo Europeo de Desarrollo Regional (FEDER)".

IMPORTANTE 重要事项

ICEX valorará muy positivamente la experiencia comercial de las empresas en el mercado de la feria.
西班牙对外贸易发展和投资局将高度重视企业在展会市场方面的商业经验。

Las empresas que participen en los programas sectoriales pueden autorizar al Departamento de Aduanas e II.EE. de la Agencia Estatal de la Administración Tributaria (siempre que no lo hubiera hecho previamente), a que remita a ICEX información sobre su comercio exterior.

参与行业计划的企业可以授权海关或者国家税务部门（前提是以前从未做过）向西班牙对外贸易发展和投资局提供其外贸信息。

La autorización señalada se ha de cursar una sola vez. Más información en www.icex.es/siautorizaexporta
上述授权只能操作一次。要了解更多信息请看 www.icex.es/siautorizaexporta

Icex Ventana Global está a disposición de las empresas para acompañarlas en el proceso de autorización. Contacto 91 349 000, correo informacion@icex.es

西班牙对外贸易发展和投资局的门户网站将在授权过程中进行全方位指导。请联系电话 91 349 000 或者 informacion@icex.es