

華机展 CHN MACH EXPO

旗舰  
大展



ufi | CME  
上海国际机床展

SHANGHAI INTERNATIONAL MACHINE TOOL EXHIBITION

同期举办: CSIE 上海国际智能工业展

全球招商函

GLOBAL BUSINESS INVITATION LETTER

2023.7.5-8

国家会展中心[上海] NECC (Shanghai)

主办单位: 上海华展展览服务有限公司 | 商务部外贸发展事务局  
承办单位: 华展集团 | 上海华品展览服务有限公司



上海市徐汇区古美路1582号总部园C栋8F

☎ 15021784462 张涛先生 13816855924 王静女士

不凡·**势**  
UNUSUAL  
POWER

不凡·**境**  
UNUSUAL  
REALM

不凡·**路**  
UNUSUAL  
ROAD





不凡·  
UNUSUAL  
POWER

势

MANUFACTURING INDUSTRY - THE FOUNDATION OF BUILDING A COUNTRY, THE INSTRUMENT OF REJUVENATING THE COUNTRY, AND THE FOUNDATION OF A POWERFUL COUNTRY

制造业——立国之本、兴国之器、强国之基

INTERNAL CIRCULATION

内循环经济新发展格局

THE THIRD CONSUMPTION STRUCTURE UPGRADING AND TRANSFORMATION WILL MAKE CHINESE ECONOMY BUCK UP

第三次消费结构升级转型，逆势而上

CHINA'S MANUFACTURING INDUSTRY IS STEPPING INTO THE RANKS OF POWERFUL MANUFACTURING COUNTRIES

中国制造势如破竹，正加速迈入制造强国行列



EXHIBITION OF  
GREAT POWERS  
大国会展

# CME

## 上海国际机床展

SHANGHAI INTERNATIONAL MACHINE TOOL EXHIBITION

同期  
举办

CSIE 上海国际智能工业展  
SHANGHAI INTERNATIONAL SMART INDUSTRY EXHIBITION

CREATE THE MARKETING OF MACHINE TOOL  
NODE AND SUBVERT THE NEW PLAY OF THE  
INDUSTRY

打造机床节点营销 颠覆行业新玩法

THE AREA OF THE WHOLE INDUSTRY CHAIN  
EXHIBITION IS 90000 SQUARE METERS,  
SUPER-LARGE SCALE, NEW START

9万平方全产业链展出, 超大规模全新启航

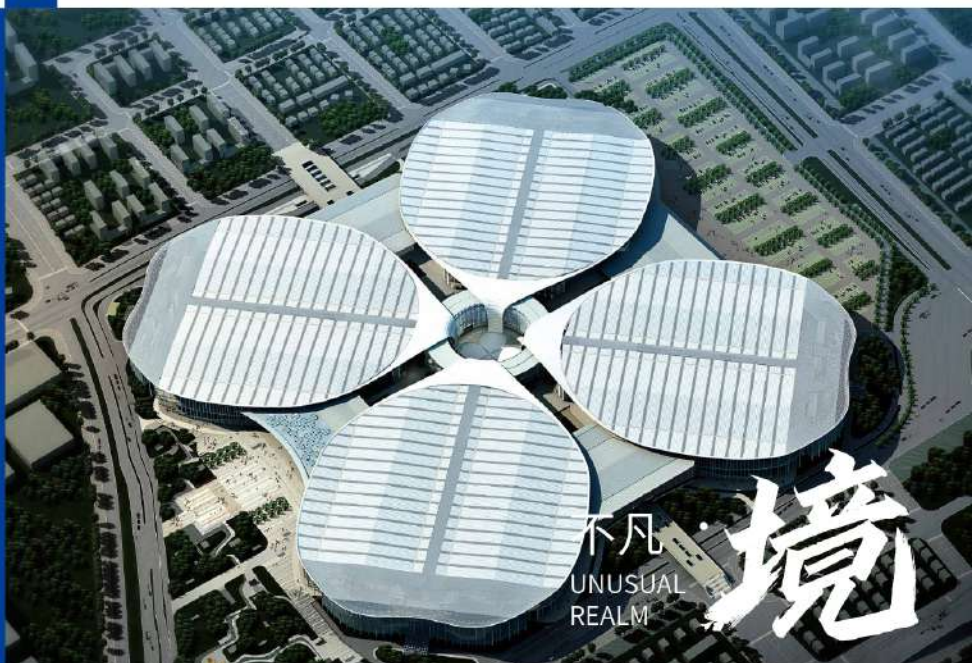
不凡·境  
UNUSUAL  
REALM



## NECC (Shanghai) 国家会展中心(上海)

THE LARGEST EXHIBITION COMPLEX  
IN THE WORLD  
全球最大会展综合体

商务部在全国会展战略布局和国家整体经济布局的三大会展平台之一  
The Ministry of commerce is one of the three major exhibition  
platforms in the National Convention and Exhibition strategic  
layout and national overall economic layout



不凡·境  
UNUSUAL  
REALM

ONE BELT, ONE ROAD, THE OTHER IS THE BASIC POLICY OF OPENING UP TO THE OUTSIDE WORLD, THE ONE SIDE COOPERATION INITIATIVE, THE DEVELOPMENT OF THE NATIONAL BUSINESS AND THE IMPORTANT PLATFORM FOR THE CONSTRUCTION OF SHANGHAI INTERNATIONAL CONVENTION AND EXHIBITION CAPITAL.

服务对外开放基本国策和一带一路合作倡议、服务国家商务事业发展、服务上海市国际会展之都建设的重要平台。



MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA AND SHANGHAI MUNICIPAL PEOPLE'S GOVERNMENT

中华人民共和国商务部和上海市人民政府共建



BASED ON THE YANGTZE RIVER DELTA, SERVING THE WHOLE COUNTRY AND FACING THE WORLD

立足长三角、服务全国、面向世界

THE WORLD  
EXHIBITION  
CHINA HUA EXPO

世界会展  
中国华墨

#### 平安投资

PING AN GROUP OF CHINA Invested

以高效低成本的数字化运营模式不断推动行业变革  
The digital operation mode with high efficiency  
and low cost constantly promotes the industry reform

#### CHINA CHAIN INDUSTRY EXHIBITION

#### 中国连锁产业展

华机展：国内领先的机床产业连锁展，已在长三角、珠三角以及环渤海等10大城市形成品牌联动效应。  
CHN MACH EXPO is ahead of machine tool industry in China, which has formed brand linkage effect in 10 cities including the Yangtze River Delta, the Pearl River Delta and the Bohai Rim, etc.

华夏家博会：国内最专业、最具影响力的家居博览会之一，布局全国62城。  
HOME CHINA EXPO is one of the most professional and influential home furnishing expositions in China, covering 61 cities.

华食展：华墨集团重金投入，以全新模式打造中国食材行业会展新标杆的全新项目。  
CFIE: HUA EXPO has invested heavily to build a new benchmark for China's food industry exhibition with a new model.

19年  
会展运作经验

200场+  
年均举办展会

200万m<sup>2</sup>+  
展览面积/年

不凡·  
UNUSUAL  
ROAD

路

天津

青岛

苏州

上海

绍兴

宁波

台州

玉环

佛山

东莞



# CME

## 上海国际机床展

SHANGHAI INTERNATIONAL MACHINE TOOL EXHIBITION

2023.7.5-8

国家会展中心[上海] NECC (Shanghai)

ESTIMATED EXHIBITION SCALE  
预计展览规模

展会规模  
130,000m<sup>2</sup>

参展企业  
1,500+

专业采购观众  
150,000+

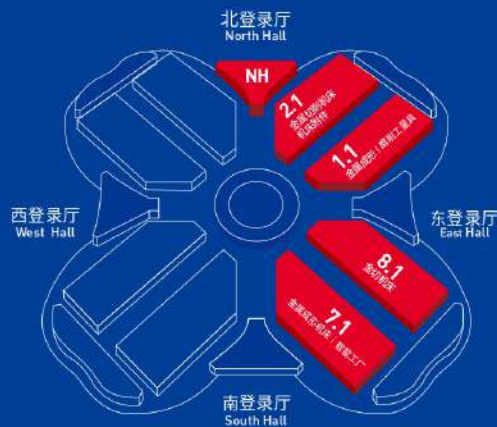
不凡·路  
UNUSUAL  
ROAD

路



NH馆 1.1馆 2.1馆 7.1馆 8.1馆

- CMCE 上海国际金属切削机床展
- CMFE 上海国际金属成形机床展
- CGCE 上海国际磨削工具展
- CMAE 上海国际机床附件展
- CSIE 上海国际智能工业展





### BOOTH FEE 展位费用

标准展位(9平方):

A类 ¥16800/个

B类 ¥13800/个

光地展位(36平方起):

¥1380/平方

## EXHIBITOR PARTICIPATION GUARANTEE PLAN (THREE FEARS AND THREE PROMISES)

### 华机展参展保障(参展“三怕三诺”)计划



承诺一

承诺每平方米到场人次不低于1人次,人气未达到效果不满意全额退还展位费;

WE PROMISE THAT THERE WILL BE NO LESS THAN 1 PERSON-TIME PER SQUARE METER. IF THE POPULARITY IS NOT ACHIEVED, THE BOOTH FEE WILL BE REFUNDED IN FULL;



承诺二

拒绝展会隐形消费,所有参展设备的叉车吊装费用全包;

REJECT THE INVISIBLE CONSUMPTION OF THE EXHIBITION, ALL THE FORKLIFT AND HOISTING COST OF THE EXHIBITED EQUIPMENT ARE INCLUSIVE;



承诺三

为确保展会效果,“购机补贴”重磅福利再继续:展会现场提供采购商购机补贴2000-4999元(详见现场活动规则)。

IN ORDER TO ENSURE THE EFFECT OF THE EXHIBITION, WE WILL PROVIDE PURCHASING AGENTS WITH A WELFARE OF RMB2000-4999 (SEE ON-SITE EVENT RULES FOR DETAILS).

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UNUSUAL  
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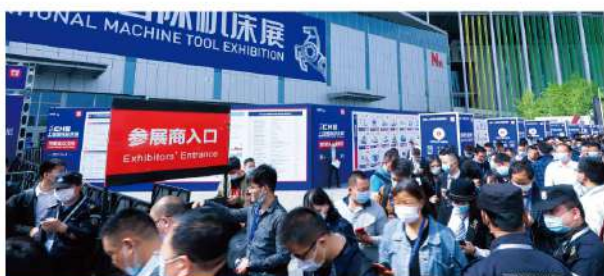


## EXHIBITION REVIEW

### 华机展-部分城市回顾

#### CME上海国际机床展

2021.5.6-8 国家会展中心(上海虹桥)



展览面积  
130,000m<sup>2</sup>

参展品牌  
1,300+

参观人次  
131,231

#### SME苏州国际机床展

2022.7.28-31 苏州国际博览中心



展览面积  
40,000m<sup>2</sup>

参展品牌  
700+

参观人次  
54,308

#### FME佛山国际机床展

2022.7.3-6 佛山潭洲国际会展中心



展览面积  
20,000m<sup>2</sup>

参展品牌  
260+

参观人次  
21,839

#### DME东莞国际机床展

2021.12.10-13 广东现代国际展览中心



展览面积  
130,000m<sup>2</sup>

参展品牌  
1,171+

参观人次  
65,218

不凡 · 路  
UNUSUAL  
ROAD

# 不凡·路

UNUSUAL ROAD



CME-NEW DIGITAL EXHIBITION

**华机展-数字化新会展**

RECONSTRUCTION OF EFFICIENCY AND USER VALUE

效率与用户价值的重构

MORE EFFICIENT EXHIBITION SERVICE  
更高效率参展服务

200+场次  
年运作展会

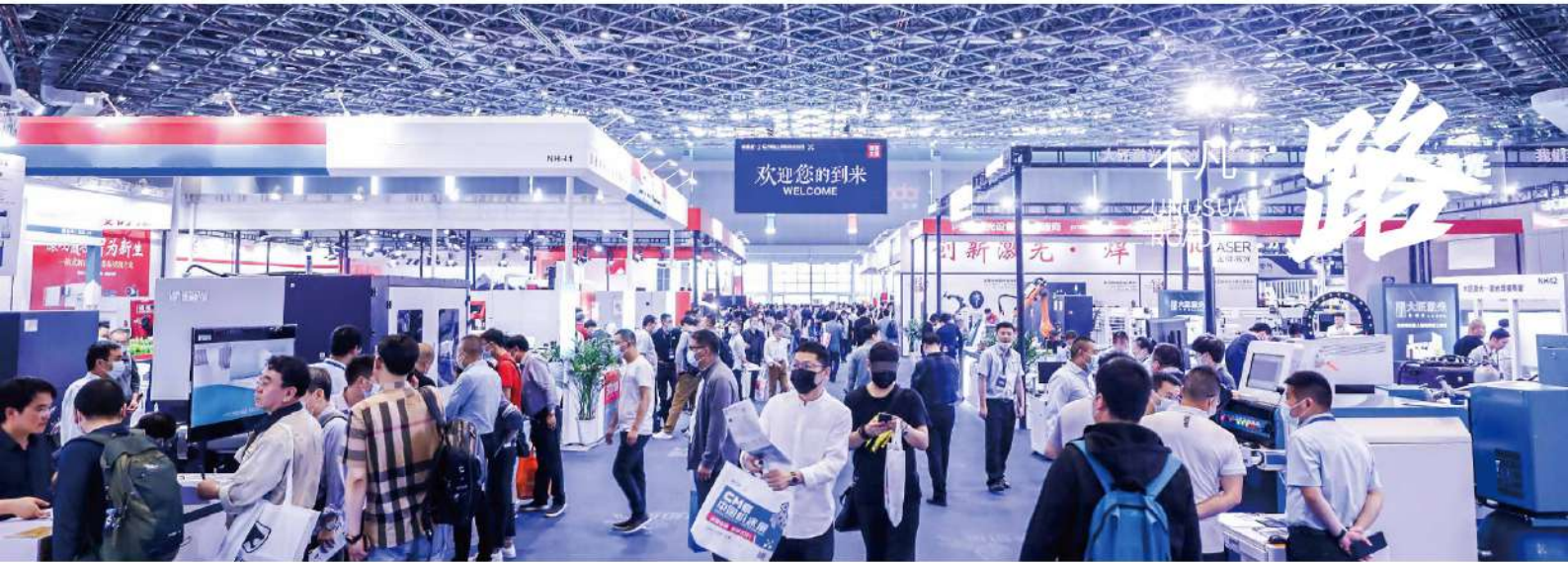
30% 以上  
参展成本降低

GREATER FLOW WITH CARGO CHANNEL  
更大流量带货通道

节点营销、爆款产品+平台买手模式、线上直播融合线下展会

MORE INTELLIGENT DIGITAL EXHIBITION  
更智能数字化展会





### 01 全渠道数字化线上推广, 锁定行业买家

OMNI-CHANNEL DIGITAL ONLINE PROMOTION TO LOCK BUYERS IN THE INDUSTRY



### 02 打造机床行业节点营销, 爆款产品预约, 精准匹配买家购机需求

CREATE NODE MARKETING IN THE MACHINE TOOL INDUSTRY, MAKE APPOINTMENTS FOR EXPLOSIVE PRODUCTS, AND ACCURATELY MATCH BUYERS' PURCHASE NEEDS



### 03 华墨全国规模化运作优势, 保障实效

HUA EXPO'S NATIONWIDE LARGE-SCALE OPERATION MODEL GUARANTEES ACTUAL RESULTS

超80人技术团队  
MORE THAN 80 PEOPLE TECHNICAL TEAM



380席智能呼叫中心团队  
380-SEAT INTELLIGENT CALL CENTER TEAM



260万+观众数据  
2.6 MILLION+ VIEWER DATA



CRM观众系统

30万+私域流量  
300,000+ PRIVATE DOMAIN TRAFFIC



微信

企业微信



# 不凡·擘画未来

RECONSTRUCTING EXHIBITION  
VALUE, EMPOWERING CHINESE  
MACHINE TOOL  
重构会展价值, 赋能中国机床

SHARE · WIN-WIN · CME  
共享·共赢·华机展

BREAK NEW GROUND  
开创新格局