



# 2021国际雪茄博览会(成都)

2021 INTERNATIONAL CIGAR EXPO (CHENGDU)

## 招商手册

EXHIBITOR INVITATION BROCHURE



交融创新发展·品鉴中国味道  
Convergence • Development • Innovation  
A Journey of Cigar in China

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# 雪茄博览 · 环球大观

## CIGAR EXPO & GLOBAL PANORAMA

### 2021

年11月8日-10日, 国际雪茄博览会(成都)将在中国四川成都天府国际会议中心举办!

本届博览会由中国卷烟销售公司、中烟国际集团有限公司主办, 四川中烟工业有限责任公司承办, 安徽、山东、湖北中烟工业有限责任公司, 中国烟草总公司湖北、海南、四川、云南省公司, 深圳烟草进出口有限公司协办。

博览会以中外品牌优质雪茄及周边产品展示、雪茄文化及生活方式体验、雪茄产业链交流合作为主要内容, 邀请全球知名雪茄企业、雪茄周边产品和服务企业以及热爱雪茄的各界精英参加, 共襄盛举。





The 2021 International Cigar Expo (Chengdu) will be held at the Tianfu International Convention Center in Chengdu, China from November 8 to 10, 2021.

The Expo will be co-hosted by China Cigarette Sales Corporation and China Tobacco International Group Limited, organized by China Tobacco Sichuan Industrial Co., Ltd., and co-organized by China Tobacco Anhui, Shandong, and Hubei Industrials Co., Ltd., China Tobacco Hubei, Hainan, Sichuan, and Yunnan provincial companies, and Shenzhen Tobacco Import and Export Co., Ltd.

The Expo focuses on the exhibition of premium cigars and related products of Chinese and foreign brands, cigar culture and lifestyle experience, and the exchange and cooperation of the cigar industry chain. We sincerely invite world-renowned cigar companies, cigar-related products and service enterprises, as well as elites from all walks of life who love cigars to join us in the great event.

主办单位 Hosts	中国卷烟销售公司 中烟国际集团有限公司	China Cigarette Sales Corporation China Tobacco International Group Limited
协办单位 Co-organizers	安徽中烟工业有限责任公司 山东中烟工业有限责任公司 湖北中烟工业有限责任公司 中国烟草总公司湖北省公司 中国烟草总公司海南省公司 中国烟草总公司四川省公司 中国烟草总公司云南省公司 深圳烟草进出口有限公司	China Tobacco Anhui Industrial Co., Ltd. China Tobacco Shandong Industrial Co., Ltd. China Tobacco Hubei Industrial Co., Ltd. China Tobacco Hubei Provincial Company China Tobacco Hainan Provincial Company China Tobacco Sichuan Provincial Company China Tobacco Yunnan Provincial Company Shenzhen Tobacco Import and Export Co., Ltd.
承办单位 Organizer	四川中烟工业有限责任公司	China Tobacco Sichuan Industrial Co., Ltd.

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## 国际平台 · 合作共赢

### INTERNATIONAL PLATFORM & WIN-WIN COOPERATION

本届博览会作为权威、专业、开放的国际性雪茄展示和贸易平台，坚持加快构建以国内大循环为主体、国内国际双循环相互促进的新发展格局，以高水平对外开放促进国际合作为指导思想，致力于以开放、合作、共赢的态度，进一步促进国内国际雪茄产业及雪茄周边产业的交流合作，共同见证和分享中国雪茄产业创新发展的成果；进一步扩大雪茄合法贸易影响，引导中国雪茄消费市场高质量发展。



INTERNATIONAL





# CIGAR

As an authoritative, professional, and open international cigar exhibition and trade platform, the Expo adheres to accelerating the establishment of a "dual circulation" development pattern in which domestic economic cycle plays a leading role while international economic cycle remains its extension and supplement. The Expo takes the guiding principle of opening up to the outside world to promote international cooperation. In addition, the Expo is dedicated to further promoting exchanges and cooperation between the domestic and international cigar industries and cigar-related industries and pursues open and win-win cooperation, thus witnessing and sharing the fruitful results of the innovative development of the Chinese cigar industry, further expanding the influence of legal trade in cigars, and guiding the high-quality development of the Chinese cigar consumption market.

# 3

## 精彩回顾 · 继往开来

### HIGHLIGHTS & PROSPECTS



## 2019

年11月，首届国际雪茄博览会在中国深圳举办。开放合作的盛会，吸引了来自13个国家和地区，涉及雪茄、配件、烟叶、文化传播、配饮、零售等六大类80余家参展商，期间举办了中外雪茄产业发展论坛、主宾国“中多友谊之夜”雪茄品鉴会、雪茄卷制展示及趣味比赛、雪茄与茶品鉴会等多项活动，并搭建雪茄生活馆，多维展示雪茄生活方式，为雪茄从业者和爱好者们献上了一场丰富的雪茄文化盛宴，提升了亚太地区在全球雪茄产业中的影响力。

The 1st International Cigar Expo was held in Shenzhen, China in November 2019. This open and cooperative event attracted more than 80 exhibitors from 13 countries and regions, covering six categories, including cigars, accessories, tobacco, cigar media, drinks pairings, and retail. During the Expo, a number of activities were held, including Chinese and overseas cigar industry development forums, Sino-Dominican Friendship Night between the host and the guest countries of honor, a cigar making demonstration and game salon, and cigar and tea tasting. Cigar lifestyle pavilions were set up to showcase the cigar lifestyle in multiple dimensions, providing a cigar cultural feast for cigar practitioners and enthusiasts, enhancing the influence of the Asia-Pacific region in the global cigar industry.

# 2019

## 首届国际雪茄博览会 在中国深圳举办



# 13 >

吸引了来自13个国家和地区的参展商  
Attracting exhibitors from 13 countries and regions

# 80 >

共计80余家参展商参展  
More than 80 exhibitors

# 5000 >

5000余人走进雪茄博览会观展体验  
More than 5,000 professional visitors participated in the Expo to enjoy and experience cigar culture

# 18/12 >

18家中外知名企业现场签约12个项目  
A total of 18 famous Chinese and overseas companies signed 12 agreements on site

# 4

## 雪茄盛宴 · 亮点纷呈

### CIGAR PANORAMA & DISTINCT EVENTS

#### 🎯 一览产业发展成果，全面把握市场动态

博览会参展商覆盖雪茄全产业链，一览中外优质雪茄、烟叶、烟具、烟斗、配饮、雪茄辅材、雪茄农机具及生产加工工具设备、雪茄科技成果、雪茄文化传媒、雪茄文旅产品以及其他周边产品，助力参展商全面把握市场动态。

#### Achievements Presentation for Future Market Trend

Exhibitors from the entire cigar industry chain will showcase premium cigars, tobacco, accessories, pipes, drinks pairings, auxiliary materials, cigar agricultural machinery and production equipment, cigar technological achievements, cigar media, cigar cultural tourism products, and cigar-related products, from which the understanding of market trend will be enhanced.







## 🎯 精准邀请行业精英，共谋产业发展未来

博览会将邀请中外雪茄产业精英和意见领袖、技术专家、专业媒体为产业发展建言献策，邀请中国雪茄销售企业管理人员、雪茄终端从业者和雪茄忠实消费者到会观展交流。

## Biennial Gathering of Industry Elites for a Promising Future

The Expo will invite the elites and opinion leaders, technical experts, and professional media from global cigar industry to offer suggestions for the development of the industry. Also, managers of Chinese cigar sales enterprises, retailers and cigar lovers will participate in the exhibition and exchange their ideas.

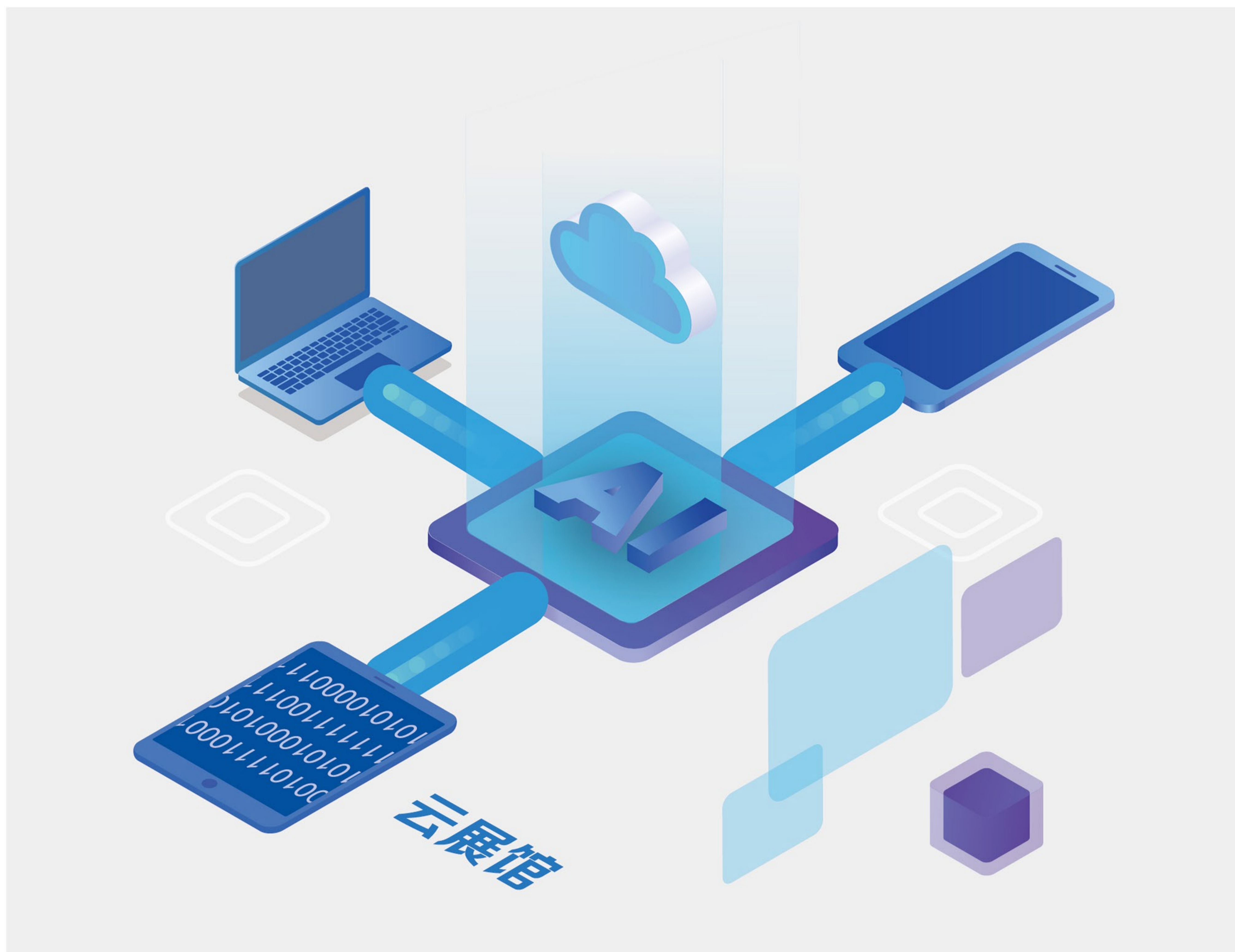
## ◎ 展会活动精彩纷呈，共享雪茄盛宴

本届博览会期间，将举办雪茄产业发展论坛和雪茄国际学术论坛等专业性综合论坛，组织雪茄之夜晚会和雪茄品鉴交流活动，开展各类贸易及合作洽谈，举办雪茄配方、雪茄卷制和雪茄盲品等专业性趣味活动。

本届博览会将同步建设“2021国际雪茄博览会（成都）云展馆”，运用5G、VR/MR、大数据等现代信息技术手段，打造集展示、交流、互动于一体的云上展会新平台和全新的数字化创意展示空间，全方位展示参展企业形象、产品和项目，拓展商机。

## Wonderful Events and A Cigar Feast

During the Expo, there will be professional and comprehensive forums, such as Cigar Industry Development Forum and Cigar International Academic Forum, Cigar Night, Cigar Tasting, various trade and cooperation negotiations, and professional and game salons in terms of formulation, making, and blind tasting of cigars. The “2021 International Cigar Expo (Chengdu) Cloud Exhibition Hall” will be built simultaneously during the Expo. With IT application, such as 5G, VR/MR, and big data, etc., the brand-new online digitalized exhibition platform offers a creative space for display, communication, and interaction, showcasing enterprise images, products, and projects and expanding business opportunities for exhibitors.



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# 公园城市 · 未来之城

## PARK CITY - A CITY OF FUTURE

成都，中国首批历史文化名城。4500余年前，便开启了悠久的城市文明，更是创造了2300多余年城名未改、城址未迁的城市发展奇迹。今天的成都，历经千年淬炼，现代社会的快节奏与休闲之都的慢生活完美融合，优雅时尚与乐观包容交相辉映，连续10年蝉联“中国最具幸福感城市”榜首，是一个“来了就不想走的城市”。

成都，中国西部重要的中心城市，是中国继北京、上海后第三座拥有两个国际机场的城市。作为现有世界城市体系的新晋者与跃升者，成都在世界城市整体排名中居全球第59位。近年来开放合作逐步加强，持续推动国际经贸往来和交流合作，世界500强企业落户301家，国际友城和友好合作关系城市达103个。

Chengdu enjoys the title of Historical and Cultural City in China, with a history of over 4,500 years. Its name can be traced back to more than 2,300 years ago, which is rare in urban evolution. The city embraces both the fast-paced work and the slow-paced lifestyle, with elegance, fashion, optimism, and inclusiveness blending each other, making it at the top of "China's Happiest Cities" for 10 consecutive years and a city that "you will never want to leave once you come."

As an important central city in Western China, Chengdu is the third city to have twin international airports in China following Beijing and Shanghai. As a newcomer and leaper of the existing world city system, it ranks 59th in the overall ranking of world cities. In recent years, with strengthened opening up and cooperation, Chengdu has been promoting its exchanges and cooperation in terms of economy and trade internationally, with 301 Fortune 500 Companies located in the city and 103 international friendship cities or cities with friendly cooperative relationships.



成都在世界城市整体排名中  
居全球第59位

Ranking the 59th among  
global cities



世界500强企业  
落户301家

301 Fortune 500 Companies  
are in Chengdu



国际友城和友好合作  
关系城市达103个

103 international friendship cities  
or cities with friendly  
cooperative relationships

成都，中国的会展之都。成都已成为国内外重大会展活动在中西部布局的首选城市。成都会展基础设施完善、专业会展公司汇集、从业人员众多，专业优势明显。在2020年发布的中国城市会展业竞争力指数排行榜中，成都位居全国第四、中西部第一，入选“中国最具竞争力会展城市”之列。目前，成都正加快建成具有全球影响力的国际会展之都。

Chengdu is a city of exhibitions in China. It has become a preferred city for major domestic and foreign exhibitions in Central and Western China, with complete exhibition facilities, professional exhibition companies, and excellent practitioners. According to China's Urban Exhibition Industry Competitiveness Index in 2020, Chengdu ranked the fourth in China and the first in Central and Western China and has been selected as one of the "most competitive exhibition cities in China". At present, Chengdu is accelerating its development to be a city of international exhibitions with global influence.

# 成都

一座来了就不想走的城市  
A CITY THAT MAKES YOU WANT TO STAY FOREVER

# CHENGDU



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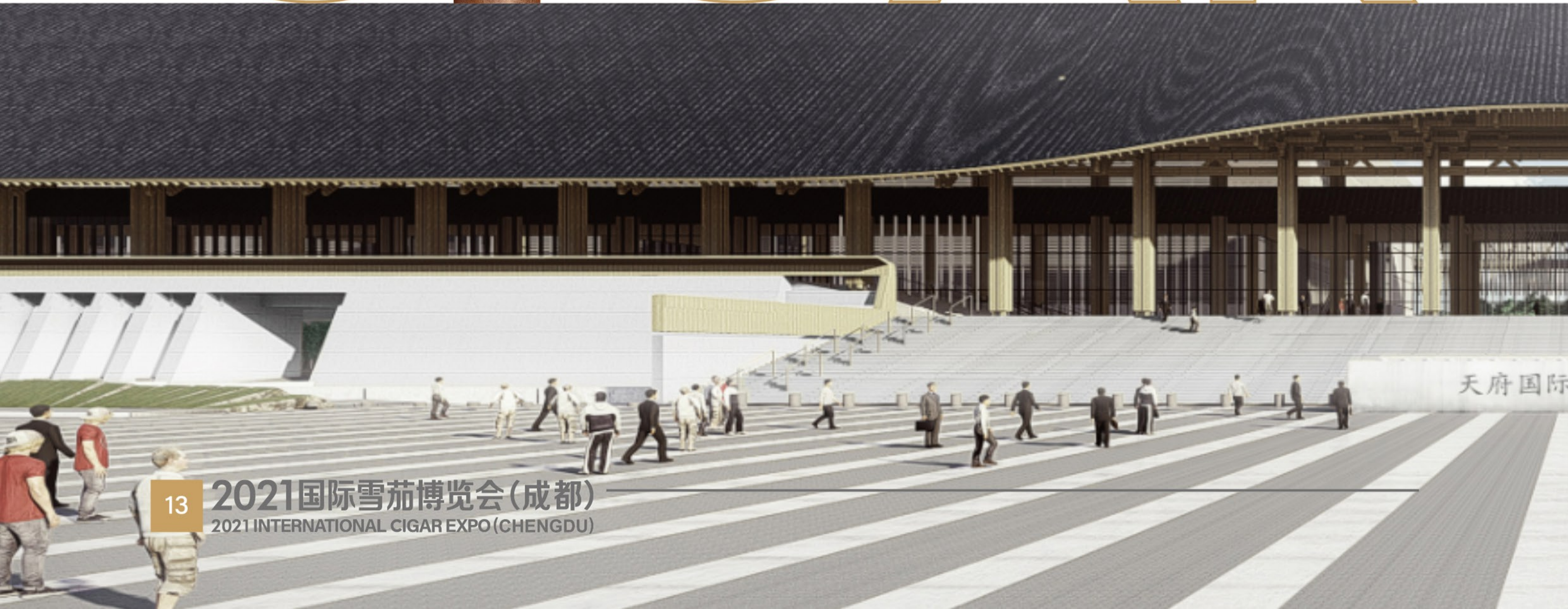
# 天府之檐 · 巧夺天工

## "EAVES OF TIANFU" - INGENUOUS CRAFTSMANSHIP

2021 国际雪茄博览会（成都）选址天府国际会议中心，位于成都天府新区总部商务区核心区域，总建筑面积约 33.4 万平方米，由会议中心、酒店、商业配套三大组团组成，是中国西部国际博览城二期项目，与其共同组成中西部地区最大的会展综合体，具备满足高能级国际峰会、高端商务会议活动承接标准以及国家级国事活动整体接待服务能力。

The 2021 International Cigar Expo (Chengdu) will be held at the Tianfu International Convention Center with an area of 334,000 sqm, which is at the core area of the Chengdu Tianfu New Area Headquarters Business District. Composed of three major clusters, namely, the convention center, hotels, and commercial facilities sector, the Tianfu International Convention Center is the second-phase project of West China International Expo City, which is the biggest convention and exhibition complex in the Central and Western China. The complex has the capacity to undertake top-level international summits and high-end business conferences, as well as state affairs activities.

# CIGAR

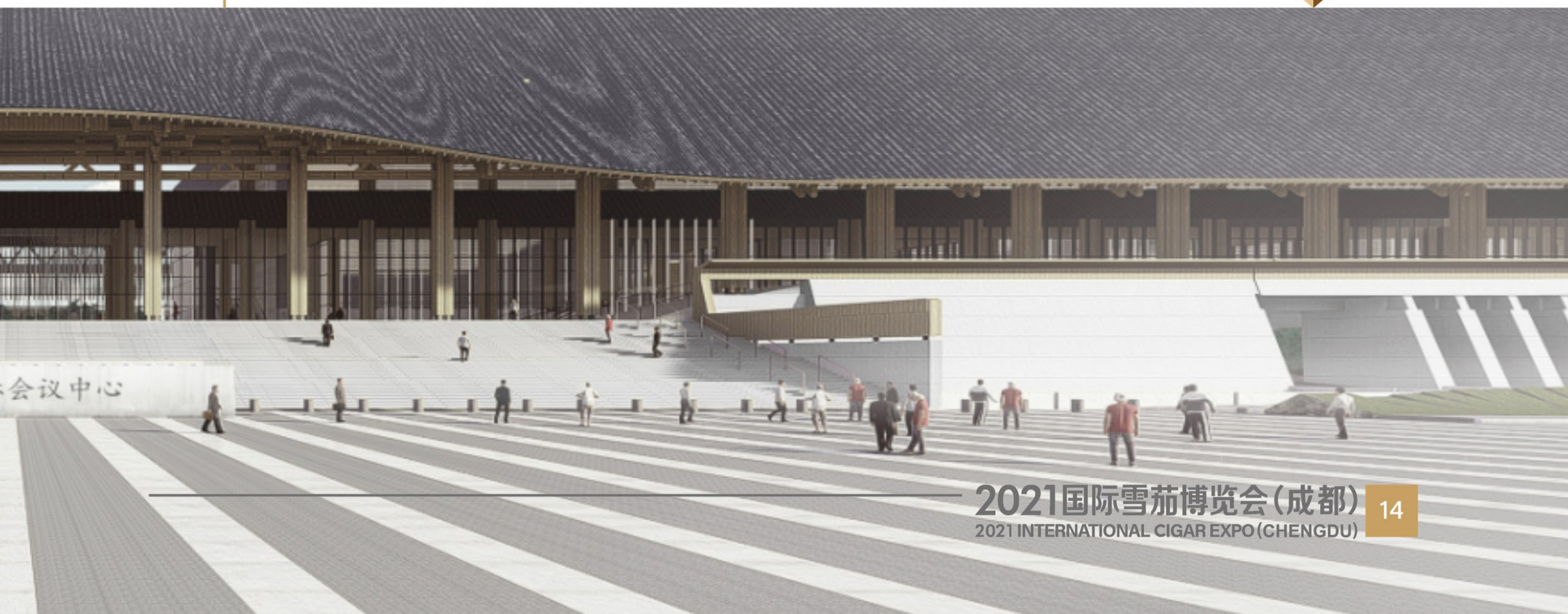




天府国际会议中心由国际知名设计大师汤桦领衔设计，以“天府之檐”为主题，深入挖掘川蜀特色及成都元素，充分体现深厚的文化底蕴与科技感、时尚感，与雪茄国际博览会的风格调性相得益彰。

The Tianfu International Convention Center is designed by Tang Hua, a world-renowned designer, with the theme of the “Eaves of Tianfu”, which adopts the local characteristics of Sichuan and Chengdu. The architecture fully reflects the profound cultural heritage and sense of technology and fashion, perfectly echoing the style and tone of Cigar International Expo.

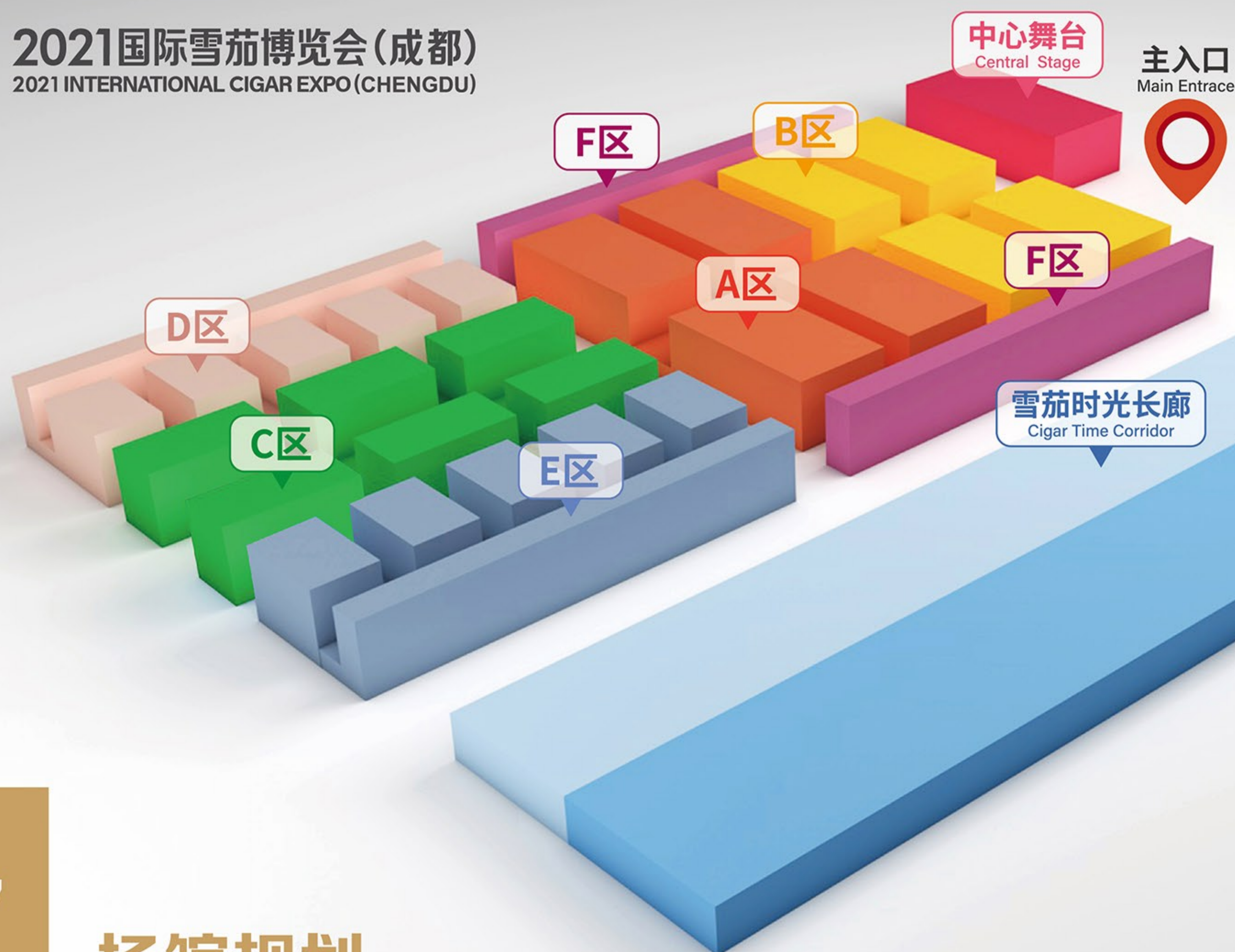
地址：中国·成都 天府新区蜀州路  
Address: Shuzhou Road, Tianfu New Area, Chengdu, China





# 2021国际雪茄博览会(成都)

## 2021 INTERNATIONAL CIGAR EXPO (CHENGDU)



**标准展位** Standard Booth  
3m x 3m, 9m<sup>2</sup>  
3m x 3m, 9 sqm

**12000元/个** / **1750美元/个**  
12,000 RMB each / 1,750 USD each

**空地展位** Raw Space  
36m<sup>2</sup> 起租  
minimum 36 sqm

**1200元/m<sup>2</sup>** / **175美元/m<sup>2</sup>**  
1,200 RMB/sqm / 175 USD/sqm

### A区 B区

**雪茄品牌展区**  
中外知名雪茄品牌  
**Cigar Brand Area:**  
Renowned Chinese and overseas cigar brands

### C区

**雪茄原料展区**  
全球优质产区雪茄原料  
**Cigar Raw Material Area:**  
Quality cigar raw materials of global origins

### D区

**雪茄配件及烟斗展区**  
雪茄用具、相关配件及烟斗  
**Cigar Accessories and Pipe Area:**  
Cigar accessories and pipe

### E区

**雪茄周边展区**  
雪茄文化传媒、雪茄文旅产品及与雪茄生活方式相关的产品和服务  
**Cigar-related Products Area:**  
Cigar media, cigar cultural & tourism products, and products and services related to cigar lifestyle

### F区

**辅材及设备展区**  
茄标、包装材料雪茄生产加工工具设备  
**Auxiliary Materials and Machinery Area:**  
Cigar bands and packaging; Cigar manufacturing equipment

- ◎ 组委会有权根据参展商报名情况对场馆规划图进行调整  
The organizing committee has the right to adjust the venue planning according to the registration of exhibitors.

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## 场馆规划

## VENUE PLANNING

本届博览会场馆总面积10000余平米，功能规划为中心舞台、主场馆展示、雪茄时光长廊和雪茄售卖品鉴等区域。其中主场馆展示功能区内展示内容包括雪茄品牌展区、雪茄原料展区、雪茄配件及烟斗展区、辅材及设备展区和雪茄周边展区。

With a total area of over 10,000 sqm, the Expo venue consists of several functional areas, including the Central Stage, the Main Venue, the Cigar Time Corridor, and the Cigar Sales and Tasting Pavilion, etc. The Main Venue includes pavilions of Cigar Brand, Cigar Raw Materials, Cigar Accessories and Pipe, Auxiliary Materials and Machinery, and Cigar-related Products.

## 8

## 展期规划

## SCHEDULE

日期/Date		内容/Contents
11月6日-8日 November 6-8		 <b>搭建布展</b> Exhibition installation and move-in
11月8日 November 8	晚上 Evening	 <b>雪茄之夜</b> Cigar Night
11月9日 November 9	上午 Morning	 <b>开幕式及领导巡馆</b> Opening ceremony and leadership's exhibition tour
	下午 Afternoon	 <b>相关专业论坛及雪茄产业展示品鉴活动</b> Professional forums on cigar industry and cigar display and tasting
	晚上 Evening	 <b>中式雪茄品鉴酒会</b> Chinese Cigar Tasting Party
11月10日 November 10	上午 Morning	 <b>相关专业论坛及雪茄产业展示品鉴活动</b> Professional forums on cigar industry and cigar display and tasting
		 <b>闭幕式</b> Closing ceremony
	下午 Afternoon	 <b>撤展</b> Move-out

● 展期安排仅供参考，以组委会最终安排为准。

The exhibition schedule is for reference only, subject to the final arrangement of the organizing committee.

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## 参展联系方式

### CONTACT INFORMATION

#### 境外参展商 Foreign Exhibitors

联系人Contact: 李女士 / Ms.Li

☎ +86 28 81262001

+86 13908180408

✉ fiona\_juefei\_li@163.com

#### 境内参展商 Chinese Exhibitors

联系人Contact: 余女士 / Ms.Yu

☎ +86 28 81262018

+86 18683935762

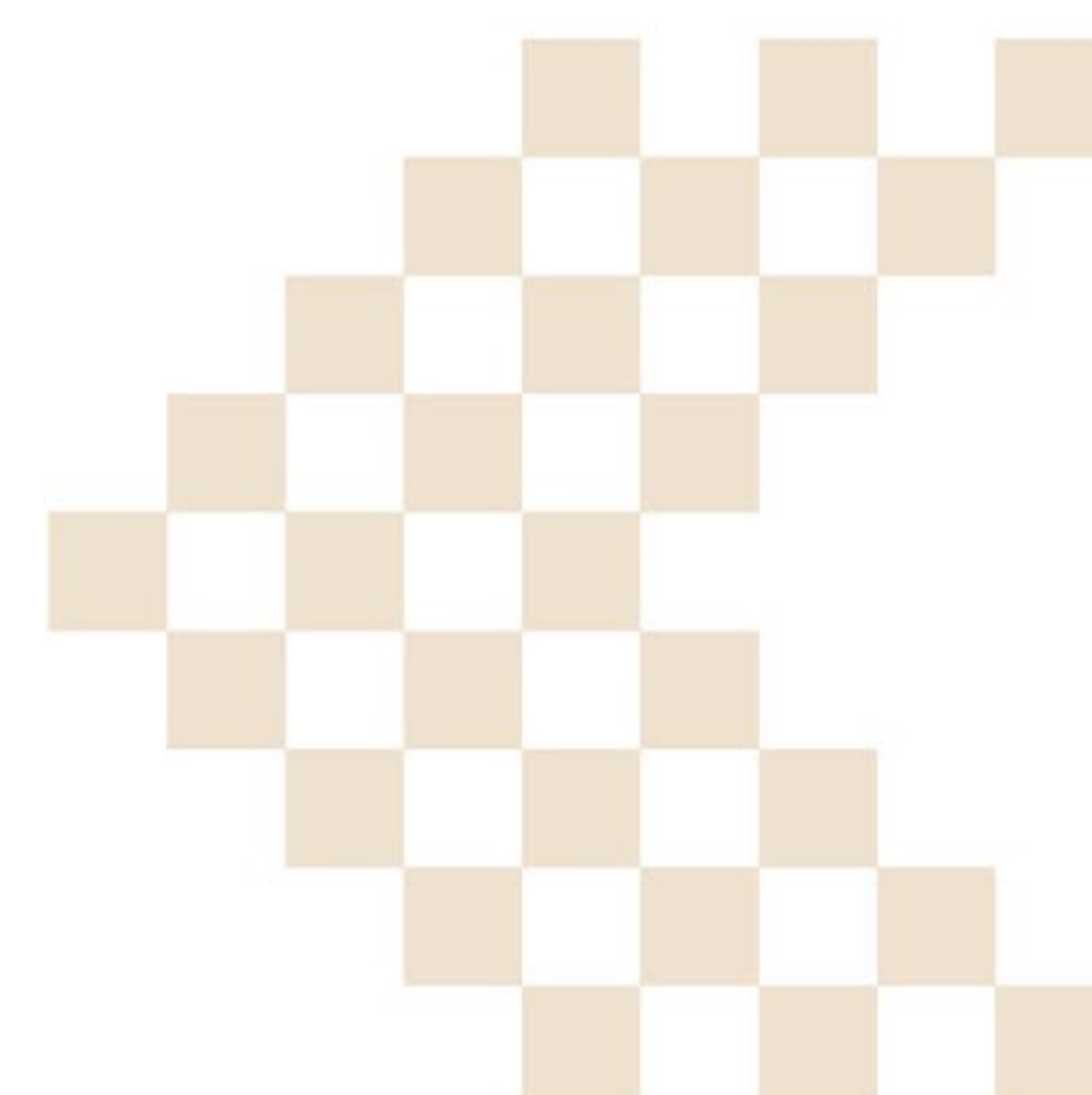
✉ 1279946641@qq.com

#### 线上报名方式 Online Registration

🌐 [www.intercigarexpo.com](http://www.intercigarexpo.com)



公众号二维码  
QR Code of Official Wechat Account





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🌐 [www.intercigarexpo.com](http://www.intercigarexpo.com)