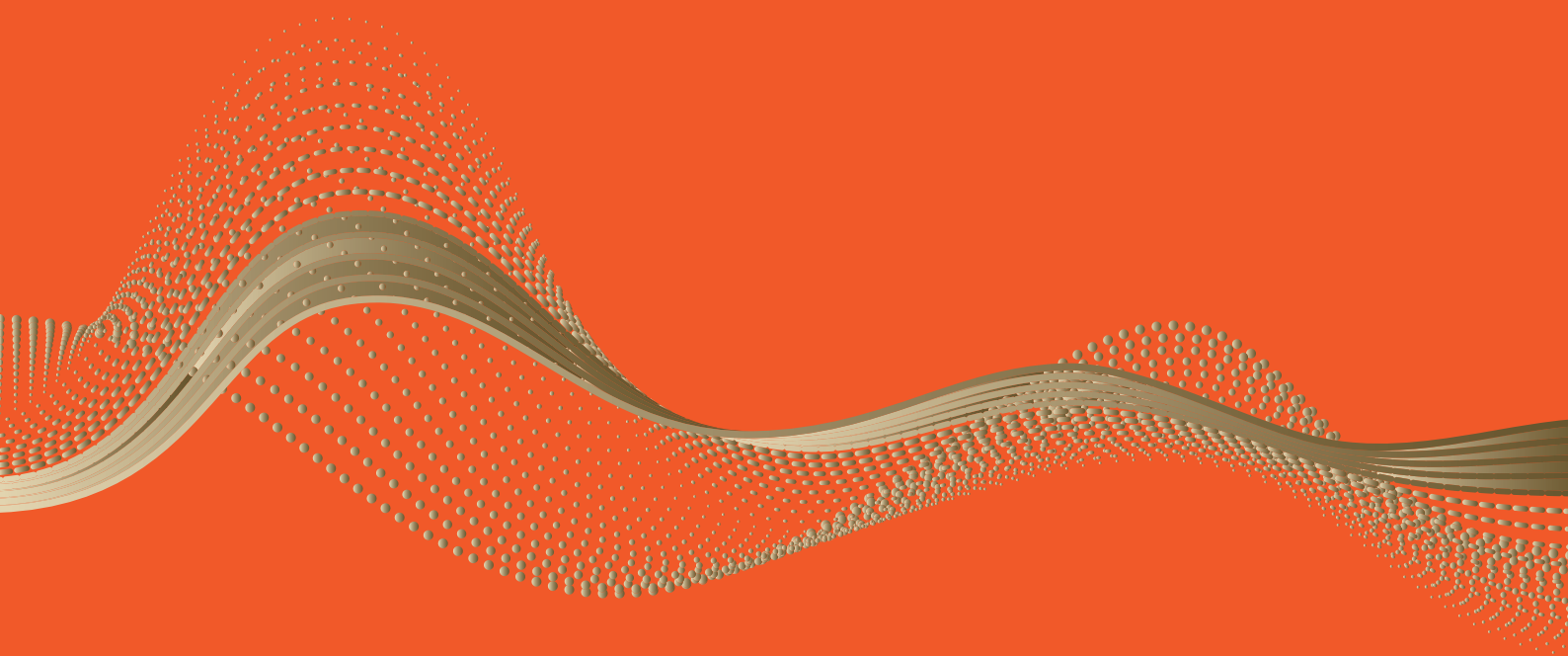




# 第30届线上华交会总结分析报告

Final Report of the 30th East China Fair·2020 Online



[www.ecf.org.cn](http://www.ecf.org.cn)



# 回眸30年 发“线”精“采”

EAST  
CHINA  
FAIR

中国华东进出口商品交易会

THE 30<sup>th</sup> EAST CHINA FAIR · 2020 ONLINE  
AN ONLINE TRADE OASIS

## 展会概述

第30届中国华东进出口商品交易会(2020线上)(以下简称:线上华交会)于2020年7月13日10:00至7月17日22:00顺利举行。本届线上华交会以发“线”精“采”为主题,积极运用现代信息技术,努力克服新冠疫情影响,突破传统线下展会时间和空间的限制,首次尝试提供全天候24小时线上服务,展商展品、新闻与活动、全球供采对接、线上各大专区五彩缤纷,携手中外客商共襄“云端”盛举。

本届线上华交会共设置了五大专业子展、三大特色专区、四场买卖对接会、六大服务功能,汇聚了3520家参展企业共计71759件展品,吸引了15333名访客。此外,为进一步提升华交会的品牌影响力,在线上华交会开幕日举办了第30届中国华东进出口商品交易会(2020线上)启动仪式。

## Overview



The 30<sup>th</sup> East China Fair (2020 Online) (hereinafter referred to as the Online ECF) was successfully held from 10:00 am on July 13 to 10:00 pm on July 17, 2020. This year's event, entitled "An Online Trade Oasis", used modern information technologies to overcome the impact of the COVID-19 epidemic, break through the time and space limitations of traditional offline exhibitions, and provide 24-hour online services for the first time. Chinese and foreign investors enjoyed the large-scale online business event featuring a variety of exhibitors and exhibits, news and events, global matchmaking meetings and online special areas.

The Online ECF featured five professional exhibitions, three special areas, four matchmaking meetings and six services. A total of 71,759 exhibits from 3,520 exhibitors attracted 15,333 visitors. In addition, the opening ceremony of the 30<sup>th</sup> East China Fair (2020 Online) was held on its opening day, in order to promote the brand influence of the fair.

本届线上华交会在展区设置方面与线下展相同,设五大专业主题展:服装服饰展、纺织面料展、家庭用品展、装饰礼品展、现代生活方式展,14个交易团(9个主办省市交易团、3个组团城市交易团、1个联合交易团、1个境外交易团)通过审核的参展企业共计3520家。企业共上传产品71759件,其中家庭用品展的产品数量最多,为27826件,占38.78%,服装服饰展的产品数量次之,为20013件,占27.89%。

目前,第30届线上华交会的参展商名单已经可以在华交会官网([www.ecf.org.cn](http://www.ecf.org.cn))—“采购商”—“展商和展品”栏目查阅。

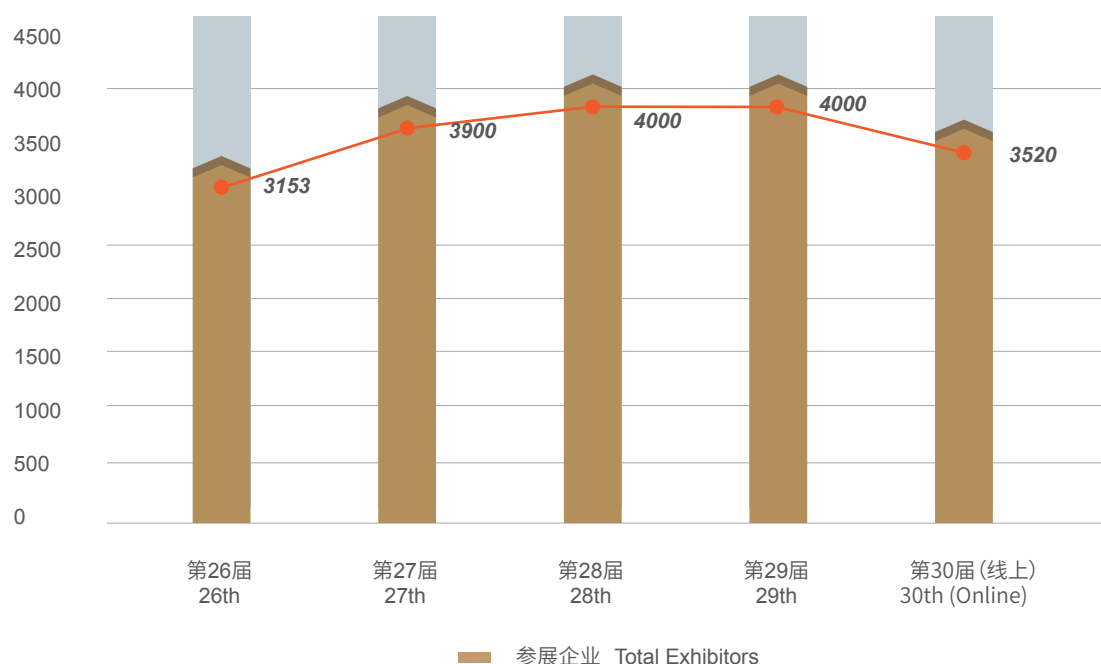
## 五大专业子展

### Five Professional Exhibitions

The Online ECF, which was the same as the offline exhibition, set up five professional themed exhibitions focusing on Garments, Textiles, Home Products, Gifts and Modern Lifestyle. A total of 3,520 exhibitors were approved by 14 trading groups, including Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, Ningbo, Hangzhou, Xiamen, Qingdao, United Trade Group and Overseas Trade Group. Among the 71,759 uploaded exhibits, 27,826 were Home Products, accounting for 38.78 percent of the total. The next most represented category was Garments, which accounted for 27.89 percent of the total with 20,013 products.

The list of exhibitors at the 30th Online ECF is already available on the official website. Click on “Buyers” — “Exhibitors/Exhibits” for more details.

#### 参展企业数量五年趋势 || The number of exhibitors in the last five years



## 服装服饰展

## Garments



Source Now

### Cashmere

Fashionable wide-women's...

Tops

WOMEN KNIT SWEATER

### Chemical fiber/blending

Polyester satin

Suits

Ladies' Linen Suit

### Swimwear

GIRL'S SWIMWEAR

Others

WP0170 MEN'S SKI JACKET

### Loungewear

Adult jumpsuit

Scarfs

WOVEN SCARF BLFH0428-36

## Diversified Procurement Solutions

Source Now

### Others

microfiber

Cleaning cloths

microfiber

### Machine-made carpets

Knitting mat

Bathrobes

bathrobe

### Bedding sets

Quilt

Bath towels

five star hotel towel

### Others

print fabric for bus seat-cover

Quilts

ULTRASONICQL

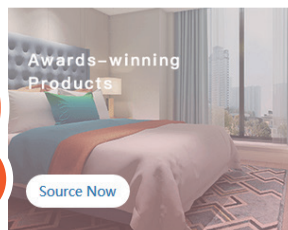
## Textiles

## 纺织面料展



## 家庭用品展

## Home Products



Source Now

### Plastic products

Comfortable eva-foam...

Others

plastic storage basket

### Others

Safety Door Gate

Placemats

shale coaster

### Plastic wraps

PVC placemat

Storage boxes

plastic storage box with lid

### Maternal and infant care

1002---200 Pcs Plastic Stick...

Backpacks

Business Casual Laptop...

## Global Sourcing Marketplace

Source Now

### Indoor and outdoor sports products

Yoga Mat

Festival costumes and accessories

Ribbon Bow(BOW-275)

### Wooden toys

Drinking Tower-Por...

Lounge furniture

shoe rack

### Others

Mini-sonic electronic...

Semi-finished products and accessories

Curtain track

### Stuffed toys

The frog pumping-pap...

Publicity gifts

Christmas Excrement...

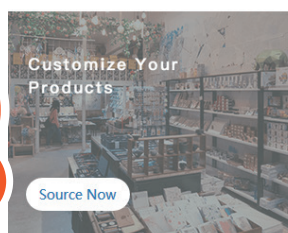
## Gifts



## 装饰礼品展

## 现代生活方式展

## Modern Lifestyle



Source Now

### Modern Lifestyle

Baby Wipes

Supply chain and brand service area

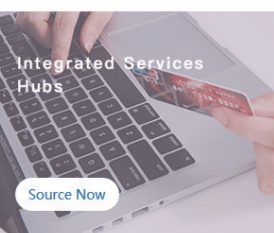
Super Heavy Gantry Planer...

### Cross-border e-commerce platform...

Heat-clearing Dan A+B

Financial innovation, third-party service area

Turnkey solution of...



Source Now

### O2O cross-border e-commerce store

Luggage tag

Self-owned brand e-commerce

S133 豆豆鞋



# 三大特色专区

## Three Special Areas

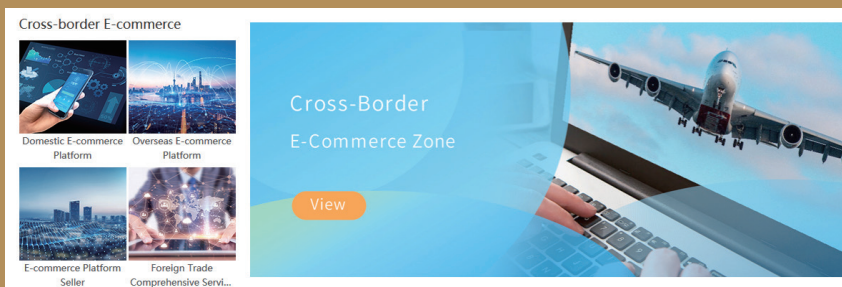


### 一、跨境电商专区

本届线上华交会遴选国内电子商务平台、海外电商平台、电商平台卖家、外贸综合服务及跨境电商服务共33家展商，展品共310件。知名企业有阿里巴巴全球速卖通、亚马逊全球开店、亿贝、中国制造网等。此外，专区推介了12家跨境电商综合试验区，为参展企业提供进出口综合服务。

#### 1. Cross-border E-commerce Area

A total of 310 exhibits from 33 exhibitors of domestic e-commerce platforms, overseas e-commerce platforms, e-commerce platform sellers, foreign trade integrated service providers and cross-border e-commerce service providers such as Alibaba AliExpress, Amazon Global Store, eBay and Made-in-China.com were displayed at the Online ECF. In addition, the area introduced 12 comprehensive cross-border e-commerce pilot zones to provide comprehensive import and export services for exhibitors.



## 二、防疫物资专区

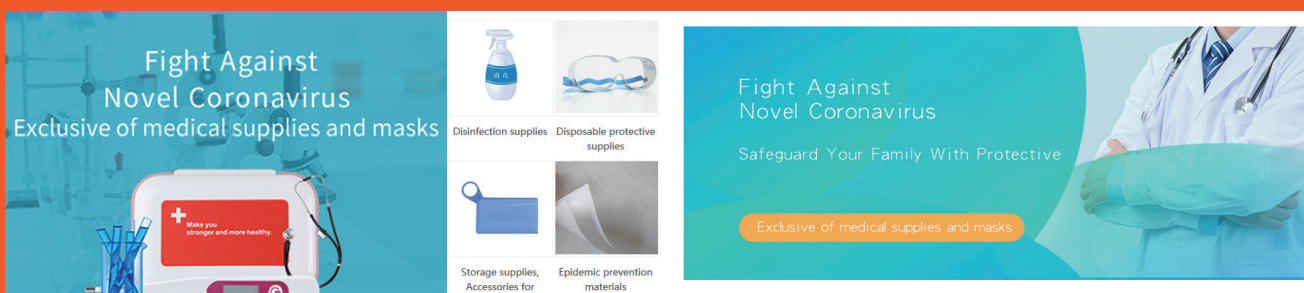
### (医用物资及口罩除外)

除医用物资和口罩外,该专区按照产品特性划分为四大类:消毒用品类(16家企业)、一次性防护用品类(61家企业)、收纳用品类(7家企业)及防疫物资配件辅料类(20家企业)。一方面,本专区专业性强,有很多参展企业是专业的医疗健康企业;另一方面,企业参与度广,部分转产企业利用自身原有优势延伸开发防疫物资产品线,或是认准商机果断切入防疫物资市场。

## 2. Anti-epidemic Supplies Area

### (Excluding medical supplies and masks)

This area was divided into four categories, excluding medical supplies and masks, including disinfection supplies (16 companies), disposable protective supplies (61 companies), storage supplies (7 companies), and accessories for epidemic prevention materials (20 companies). The area included exhibitions from many professional medical and health companies as well as several companies that have adapted their production lines to produce more anti-epidemic supplies or turned to the market for more business opportunities.



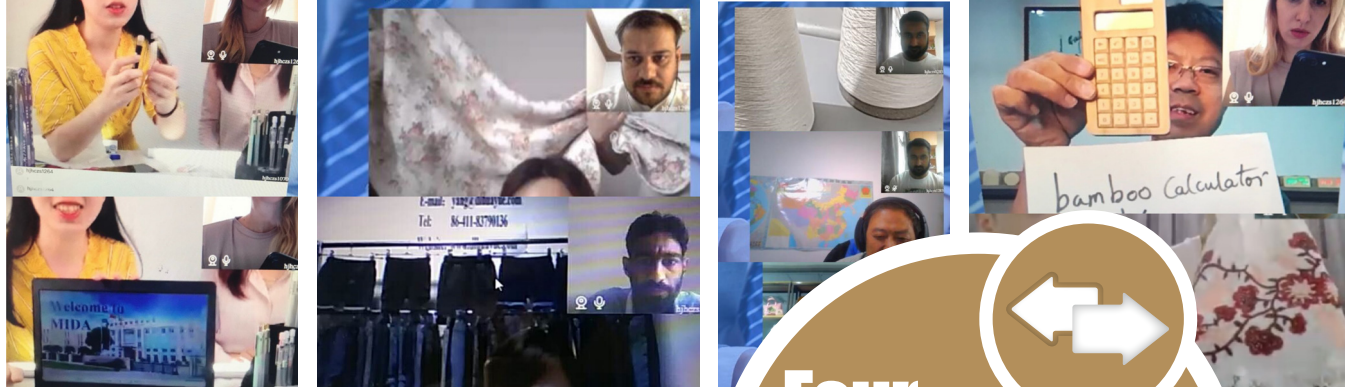
## 三、出口转内销专区

该专区参展企业1109家,产品14569件,分别占总参展企业数和总产品数的31.51%和20.30%,体现了外贸企业把握国内消费市场商机的意愿较强。该专区入驻企业涵盖纺织、服装、鞋帽、箱包、钟表、工艺品、宠物用品、玩具、珠宝首饰等品类,其中日用品(3203件,占22.0%)和成衣类(2644件,占18.15%)产品较多。

## 3. Export-oriented Products for Domestic Sales Area

This area exhibited 14,569 products from 1,109 exhibitors, accounting for 20.30 percent and 31.51 percent of the total respectively. Foreign trade companies have been eager to take advantages of China's domestic markets. Products included textiles, clothing, shoes, hats, bags, watches, crafts, pet supplies, toys and jewelry, among which daily necessities and garments were the main exhibits.





## 四场买卖对接会

## Four Matchmaking Meetings

本届线上华交会举办了四场线上买卖对接会,分别是日韩买家专场、欧美买家专场、一带一路买家专场和纺织服装买家专场对接会。四场对接会共邀请了112家境外采购商与392家参展商洽谈,进行了561场洽谈活动。

Four online matchmaking meetings were held during the Online ECF for Japanese and South-Korean buyers, European and American buyers, buyers from countries involved in the Belt and Road Initiative and Garments and Textile buyers. A total of 112 overseas buyers were invited to connect with 392 exhibitors during 561 activities.

## EASY SOURCING

An easy way to post your sourcing requests and get quotes

One request, multiple quotes  
Verified suppliers matching  
Quotes comparison and sample requests

Get Quotations Now

Clothing Men's & Women's Clothes

Please Enter The Details...

1 20' Container

Post Your Request

## 六大服务功能

## Six Services

本届线上华交会通过图片、视频等形式展示产品和企业形象;采购商在线发布采购需求,线上华交会按品类自动匹配,并以站内信的形式向1845家参展商发送了询盘需求;采购商通过关键词全站搜索意向展品、企业信息共计20014次;参展商和采购商可以进行预约好的视频连线洽谈,也可以利用站内信进行视频、语音、文字的自由连线洽谈;并提供买卖双方在线签订意向电子合同的功能;此外,通过在线客服站内信的形式,提供华交会技术及业务咨询。

The Online ECF displayed products and exhibitors through pictures, videos and other mediums. It automatically matched the requirements of buyers by category and sent inquiries to 1,845 exhibitors. Statistics showed that buyers searched for exhibits and exhibitors using the search service 20,014 times. Exhibitors and buyers were able to schedule video talks, contact each other by video, voice messages or text, and sign electronic contracts of intent online. The online customer service station provided technical and business consulting of ECF.





# 重要活动

## Main Events

### 一、启动仪式

7月13日上午在上海世博展览馆举办了第30届线上华交会启动仪式。仪式邀请了上海市副市长许昆林、上海市人民政府副秘书长尚玉英、商务部驻沪特派办副特派员徐兴锋参加,参加启动仪式的还有华交会主办省市和组团城市交易团负责人、参展商和采购商代表、日本贸易振兴机构、跨境电商协会、eBay、谷歌、日本必极耐斯株式会社、拼多多、i百联、爱库存等,以及20余家新闻媒体。

在华交会30周年之际,大会共评选出参加华交会9届及以上的最佳采购商10家、参加华交会15届及以上的优秀参展商36家以及优秀组织方,在启动仪式上向以上企业代表颁发了荣誉。

### 二、30周年专区

为展现华交会30周年发展历程,此次在华交会官网发布了回顾长图、回顾视频,同时也推出了《华交会30周年纪念特刊》电子版,分别通过主办省市、参展商、采购商的视角来展示华交会的影响力。

华交会的回顾视频和纪念特刊可以在官网([www.ecf.org.cn](http://www.ecf.org.cn))-“重要活动”-“30周年专区”栏目查看并下载。

### 1. Opening Ceremony

The opening ceremony of the 30th East China Fair (2020 Online) was held at the Shanghai World Expo Exhibition & Convention Center on the morning of July 13. Shanghai Deputy Mayor Xu Kunlin, Shanghai Municipal Government Deputy General-Secretary Shang Yuying, and Deputy Commissioner of the Ministry of Commerce in Shanghai Xu Xingfeng, were invited to the ceremony. Heads of the ECF trading groups, representatives of exhibitors and buyers, representatives from the Japan External Trade Organization, Cross-border E-Commerce Association, eBay, Google, Japan Business Guide Co.,Ltd, Pinduoduo, iBailian and Aikucun, and over 20 news media outlets also attended.

Marking the 30th anniversary of the East China Fair, organizers awarded the 10 best buyers who participated in the event nine times or more, 36 outstanding exhibitors who participated 15 times or more, and excellent sponsors.

### 2. 30th Anniversary Special Area

In order to showcase the history and development of the East China Fair over the past 30 years, a special chart, video and electronic version of the "Special Issue for the 30th Anniversary of East China Fair" were released on the official website. The influence of ECF was demonstrated through the perspectives of the host provinces and cities, exhibitors and buyers.



Visit "[www.ecf.org.cn](http://www.ecf.org.cn)" — "Main Events" — "30th Anniversary" for more details.

# 采购商分析

## Buyer Analysis



线上华交会期间网站访问浏览量达172910次,吸引了来自52个国家和地区的15333名访客,排名前10位的境外国家地区依次为:日本、韩国、俄罗斯、美国、奥地利、巴基斯坦、加拿大、乌克兰、墨西哥和荷兰。

During the Online ECF, the official website was visited 172,910 times, attracting 15,333 visitors from 52 countries and region. The top 10 countries and regions were Japan, South Korea, Russia, the United States, Austria, Pakistan, Canada, Ukraine, Mexico and the Netherlands.

### 来源国家和地区分布

#### Countries and regions of overseas buyers



# 新闻媒体

## News Media



本届线上华交会针对网上举办的创新之举，组织各大新闻媒体从不同角度全景式展现、全媒体报道。除了在展会开幕前举行的新闻通气会外，还召开了两场视频记者采访会议，共有21家参展企业和17家媒体参加。会议期间，人民日报、新华社、解放日报、文汇报、上海电视台、上海人民广播电台等各大主流媒体积极报道本次线上华交会，截至目前，关于本届华交会的各类新闻报道数量已达200余篇。

The Online ECF invited major news media outlets to report on the highlights of the fair. In addition to a warm-up press conference held before the fair opened, two online interviews were held for 21 exhibitors and 17 media outlets to communicate with each other. The organizers asked for comprehensive, accurate and exciting new reports. During the event, major news media outlets, including People's Daily, Xinhua News Agency, Jiefang Daily, Wenhui Daily and Shanghai Media Group, released over 200 news related news reports.







## 联系我们

华交会理事会办公室

(东浩兰生会展集团 上海外经贸商务展览有限公司  
上海华交会展经营服务有限公司)

地址:中国上海市天目西路511号锦程大厦20楼2006室(200070)

电话:+86-21-63539968转819或820或816或812

传真:+86-21-63539951

电邮:info@ecf.org.cn

联系人:唐怡知 余晨 文云 王丽莉

## Contact Us

The Council Office of East China Fair

Donghao Lansheng Group, Shanghai International Trade Promotion Co., Ltd  
Shanghai East China Fair Co., Ltd

Add: Room 2006, Jincheng Building, No.511 Tianmu Rd. (W), Shanghai, 200070, China

Tel: +86-21-63539968 Extension 819 or 820 or 816 or 812

Fax: +86-21-63539951

Email: info@ecf.org.cn

Contacts: Tang (Ms.) & Chen Yu (Ms.) & Yun Wen (Ms.) & Lily Wong (Ms.)





官方微信: ecfgov



订阅号: chinaecf

[www.ecf.org.cn](http://www.ecf.org.cn)