



# 2021中国国际轨道交通 和装备制造产业博览会

China International Rail Transit &  
Equipment Manufacturing Industry Exposition 2021





湖南  
Hunan

- **主办单位：**  
**中国国际贸易促进委员会、湖南省人民政府**
- **Organizer :**  
**China Council for the Promotion of International Trade  
People's Government of Hunan Province**
- **创办于2016年**  
**Launched in 2016**
- **2019年升格为国家级展会**  
**Upgrade to national exhibition in 2019**



达成意向合作金额约**750**亿元  
Leading to a total intended cooperation amount at some **75 billion yuan**

**600+** 轮次现场洽谈  
**600+** rounds onsite negotiations

**54,000** 平方米  
**54,000** SQM

**2019**



- 中国国家铁路集团有限公司 China State Railway Group Co.,Ltd.
- 中国中车集团 China Railway Rolling Stock Corporation (CRRC)
- 中国通号集团 China Railway Signal & Communication Group (CRSC)
- 中国对外工程承包商会 China International Contractor Engineering Association
- 长沙轨交集团 Changsha Railway Construction Group
- .....



# 2019 展会现场 Onsite Photos



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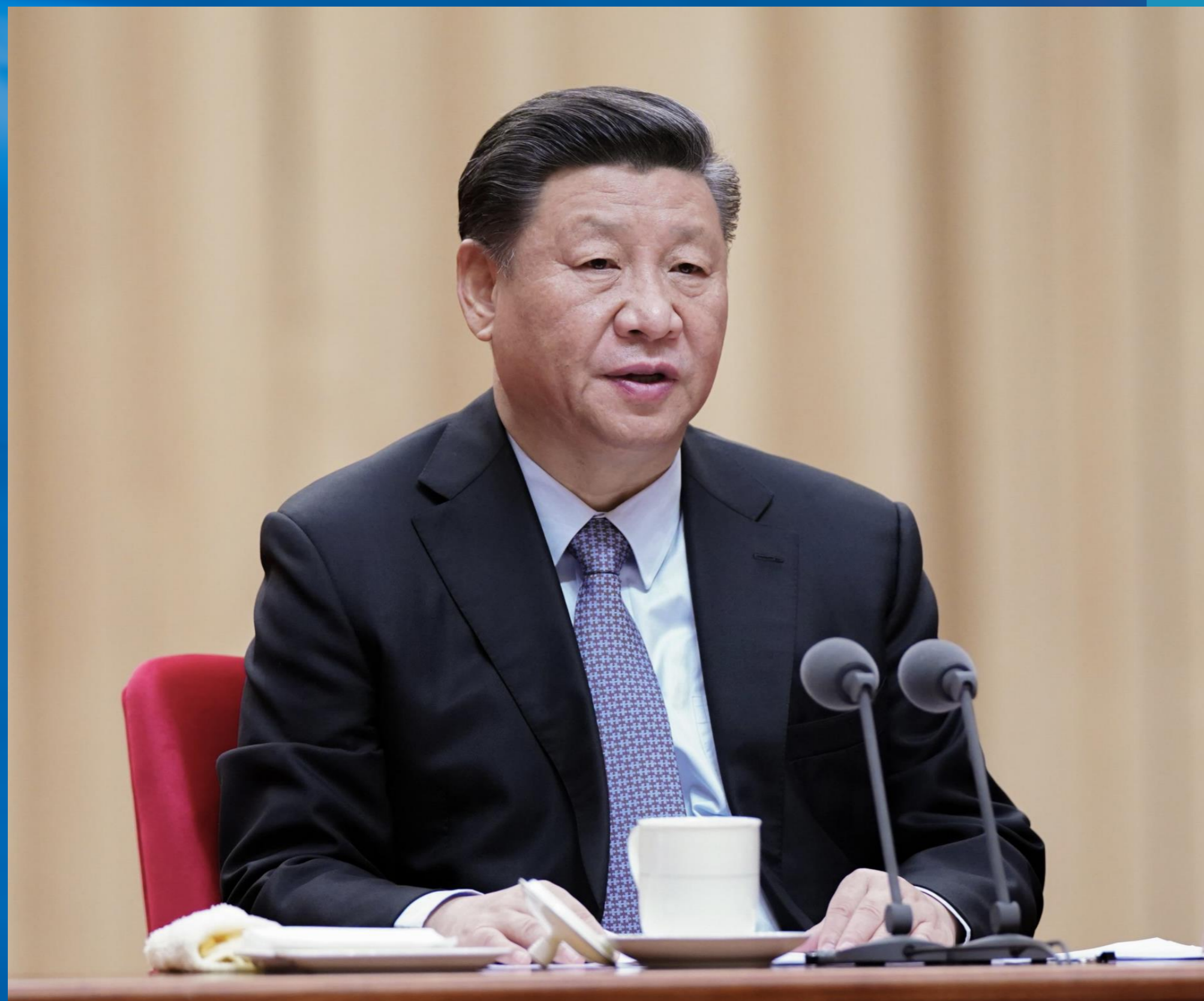


## 习总书记 2020年9月考察时对湖南作出重要指示

着力打造国家重要先进制造业、具有核心竞争力的科技创新、内陆地区改革开放的高地，在推动高质量发展上闯出新路子，在构建新发展格局中展现新作为，在推动中部地区崛起和长江经济带发展中彰显新担当，奋力谱写新时代坚持和发展中国特色社会主义的湖南新篇章。

### Key instructions by Xi Jinping during his inspection trip in Hunan in September 2020:

To build a key leading manufacturing industry for China and become a leader in the inland region that boasts innovative technologies of core competitiveness. To explore new methods for promoting high-quality development, to make new achievements when building a new development landscape, to play a leading role in promoting the development in central regions and along the Yangtze River, and to open up a whole new chapter in building socialism with Chinese characteristics in the new era.



闯出新路子  
推动高质量发展

To explore new  
methods for promoting  
high-quality  
development

# 2021轨道交通博览 INTERAIL 2021

构建新发展格局  
展现新作为

To make new  
achievements while  
building a new  
development  
landscape



# 2021中国国际轨道交通和装备制造产业博览会

China International Rail Transit & Equipment Manufacturing Industry Exposition 2021

- 时间: 2021年11月17-20日
- Date: Nov 17-20, 2021
- 地点: 湖南省
- Location: Hunan



中国国际轨道交通和装备制造产业博览会

China International Rail Transit & Equipment Manufacturing Industry Exposition 2021



Countries  
国家 **30+**



Industries  
行业 **43**

Events  
展会 **500+**



Visitors  
观众 **700w**



Organizations  
办事机构 **38**

**世界顶级展览公司**  
World Top Exhibition Company



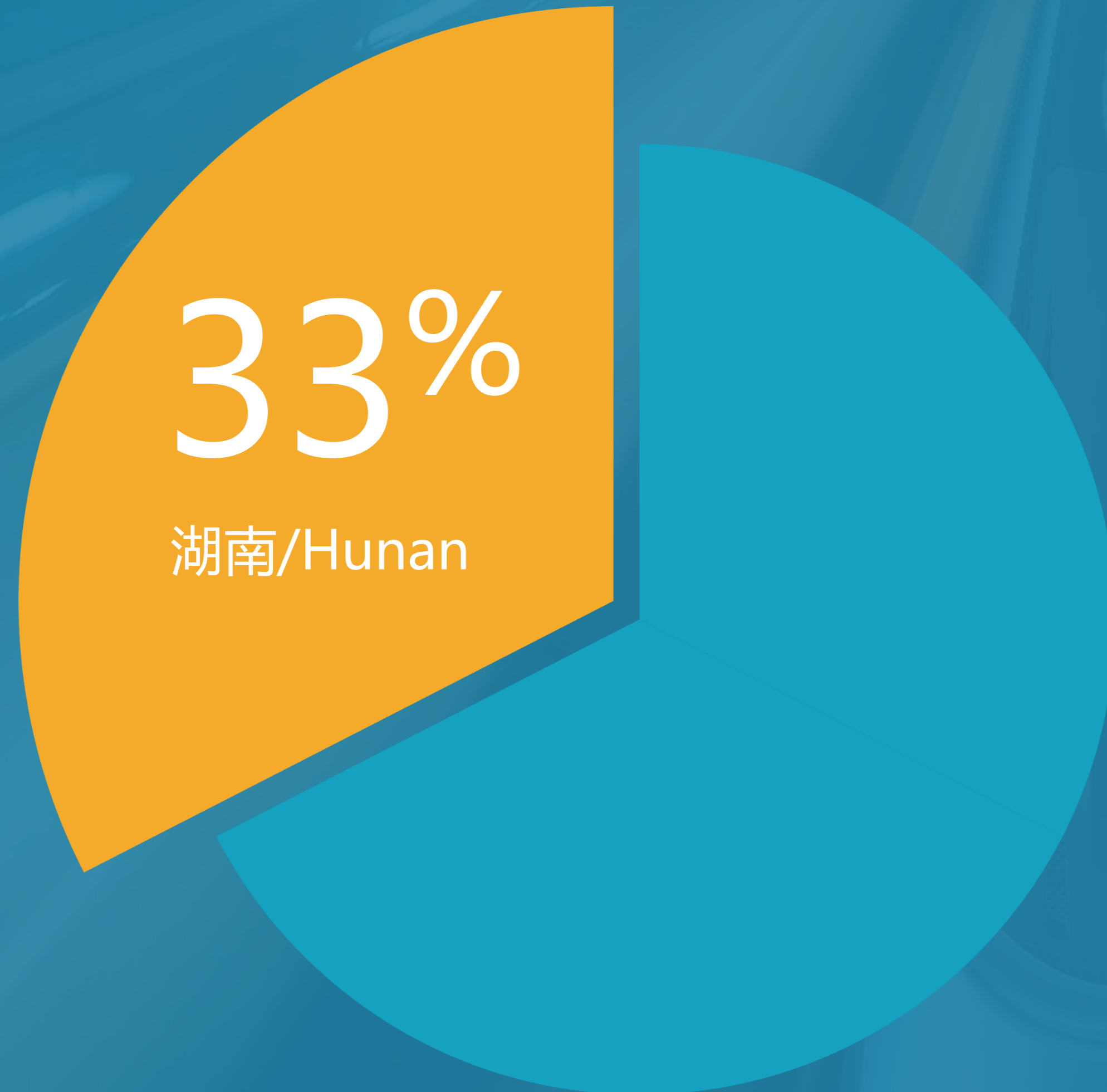
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# 新定位 New Positioning





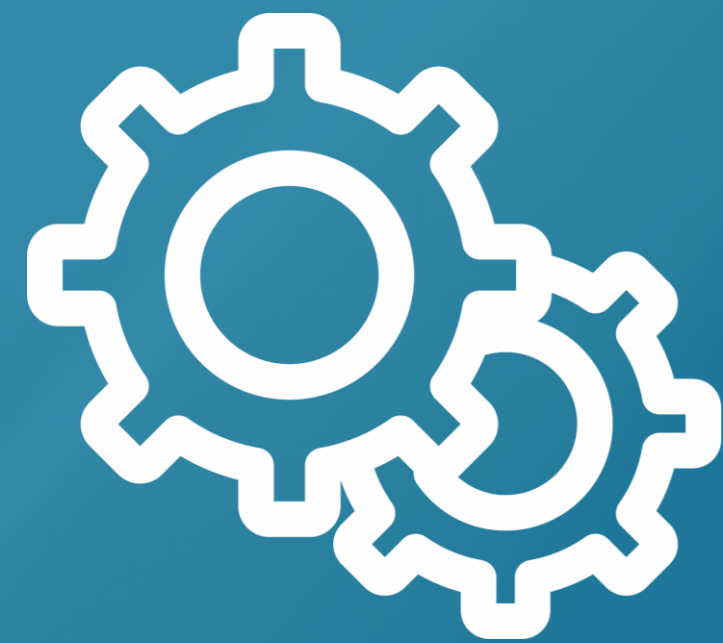
- 湖南轨道交通产业占全国全行业份额的33%，占比第一
- Hunan rail transit industry accounts for 33% of the national total industry share, accounting for the first.





2021年博览会将立足湖南产业优势，汇聚国内外轨道交通和装备制造业在科研、生产制造、供应链管理、终端用户、工程建设和运营维护等**全产业链**的资源和专业人士，成为面向**国内外市场需求**，促进中外专业人士**建立客户关系、供需洽谈和贸易成交**的专业平台。

Building on the local industry strength, InteRail 2021 will combine resources and expertise along the whole rail transit industry chain including research, design, manufacturing, supply chain management, end users, engineering, operations, and maintenance home and abroad. The event is expected to offer a platform for professionals home and abroad to connect with market needs, build customer relations, and conduct business talks to close real business deals.





# 新格局 New Pattern







专业化  
Professionalism

信息化  
Informationization

## 2021展会的组织 工作紧密围绕

The organizing work for  
InteRail 2021 will focus on the  
improvement of its

国际化  
International level

市场化  
Market-orientation



# 专业化 Professionalism



**B2B为主**  
Mainly B2B



**全产业链**  
Whole Industry Chain



**参展回报率**  
Exhibiting ROI



**参展回头率**  
Exhibitor Retention Rate

# 国际化

## International level

- 国际展商的数量和质量
- The quantity and quality of international exhibitors

- 观众的数量和质量
- The quantity and quality of visitors

- 国际展会的流程和标准
- The workflow and standard of international event



# 市场化

## Market-orientation



- 以市场为导向的商业展览会方式  
运作展览会
- Operate the exhibition by  
market-oriented way

# 信息化 Informationization

- 互联网思维  
Internet Thinking



- 大数据分析  
Big Data Analysis

- 电子商务应用  
E-Commerce Applications



新亮点

New

Highlights



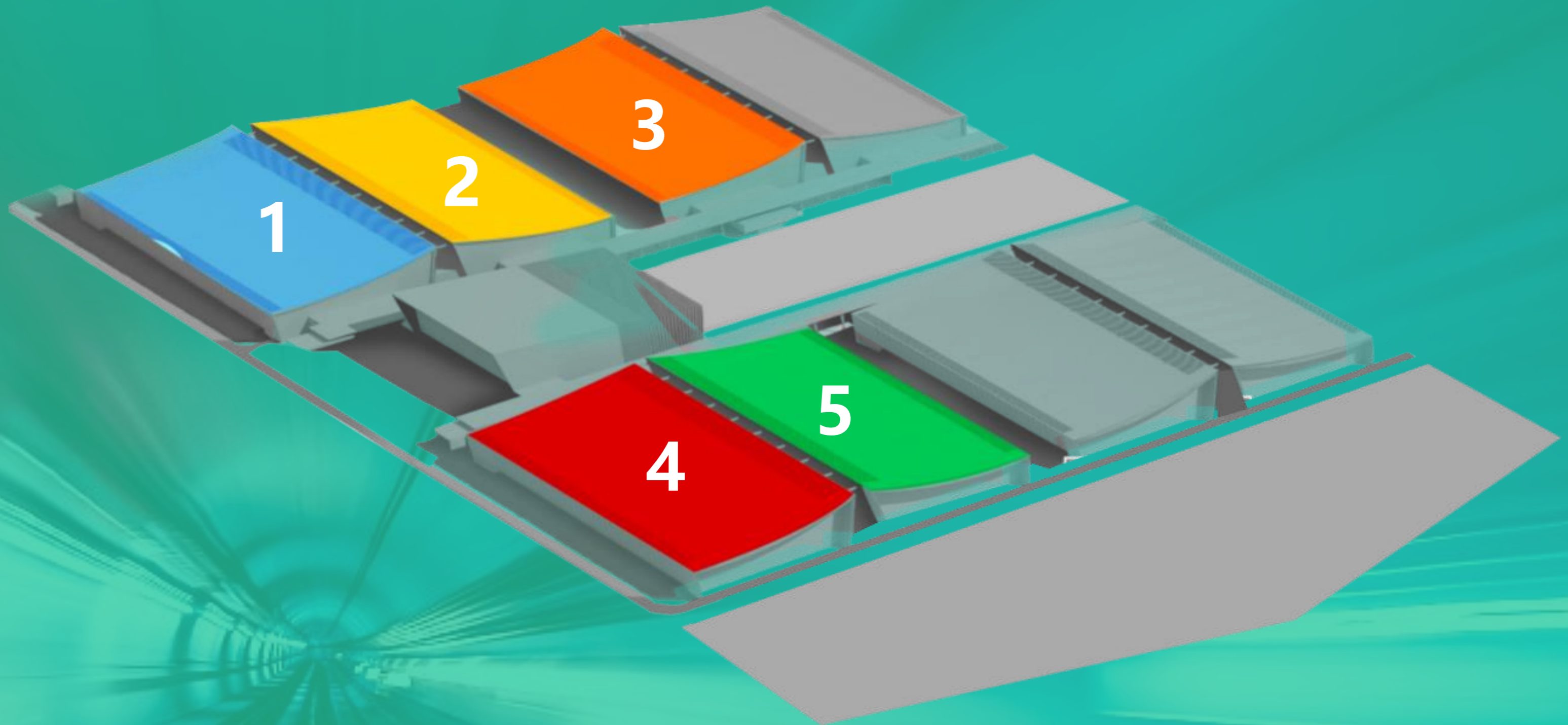
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# 在展出内容方面 Exhibiting Floor

2019: 4 Halls

2021: 5 Halls



**1** 轨道交通装备制造馆  
Rail Transit Equipment Manufacturing

**2** 轨道交通关键零部件及原材料馆  
Rail Transit Key Parts and Raw Materials

**3** 湖南省轨道交通成果示范及未来轨道交通馆  
Achievement Demonstration Area of Hunan Rail Transit  
& Further Rail Transit

**4** 轨道交通建设施工馆  
Rail Transit Construction

**5** 智能化系统、运营维护及设计咨询馆  
Intelligent System, Operation  
Maintenance and Design Consultancy

# 在招展方面 · Exhibitor Recruitment

扩大湖南省外展商的  
参展规模

More exhibitors from  
regions out of Hunan

增加行业大企业的参  
展数量和规模

More industry bells  
with bigger stands

延展轨道交通产业链

Extension of rail transit  
industry chain

提升国际展商的参展  
数量和规模

More international  
exhibitors with bigger  
stands



## 在招展方面 Exhibitor Recruitment

- 提升国际展商的参展数量和规模
- More international exhibitors with bigger stands



34个驻外机构  
34 offices stationed  
overseas

## 在招展方面 Exhibitor Recruitment

- 提升国际展商的参展数量和规模
- More international exhibitors with bigger stands

## 世界顶级展览公司 World Top Exhibition Company

海外轨道交通领域专业展览会  
International Rail Transit Trade Shows



## 在招展方面 • Exhibitor Recruitment

- 提升国际展商的参展数量和规模
- More international exhibitors with bigger stands



**世界顶级展览公司**  
World Top Exhibition Company

**海外展商招展机构**  
International Sales Group

# 在组织专业观众方面 · Trade Visitor Recruitment

世界顶级展览公司  
专业观众触点管理体系

World Top Exhibition Company  
Visitor Touch Point Management  
System

世界顶级展览公司  
目标买家计划

World Top Exhibition Company  
TAP (Targeted Audience  
Programme)

世界顶级展览公司  
网上商务配对工具

World Top Exhibition Company  
Online Matchmaking Tools

# 在现场运营及服务方面 · Onsite Operation & Services

## 世界顶级展览公司国际专业展览会的管理流程和服务标准体系

The System of World Top Exhibition Company International Exhibition Management Workflows and Service Standard

• 观众登记流程及服务标准 • Visitor registration workflow and service standards

• 展会导航系统 • Event navigation system

• 展会期间服务 • Onsite services

• 建立数字化、移动化的服务体系 • Digital and Mobile service system



新作为  
New  
Achievements



# 世界轨道交通湘江论坛

## World Rail Transit Xiangjiang Summit

· 时间: 2021年11月17日 · Date: Nov 17, 2021

创新  
Innovate

智能  
Intelligent

融合  
Integration

# 专题会议 Themed Conference







# 专题会议 Themed Conference

# 专题会议 Themed Conference





# 同期活动 Onsite Events

轨交乘务员风采大赛  
Transportation service crew  
skills competition

“主宾国”活动  
Demonstrations by the  
main guest country

商业配对  
Matchmaking

技术及商业供应商的市场推广活动  
Market promotional activities for technical  
and business suppliers

360°互动体验活动  
360-degree all round  
interactive experiences

中国轨道交通先进成果展示体验区互动  
Chinese industry achievement show

中国轨道交通文化历史沿革与发展展区  
Demonstration zone for China's rail transit culture and history

轨道交通专业技术高端人才交流会  
High-end technical exchange

长沙市和株洲市轨交企业开放日暨参观考察活动  
Open day for a field trip to local rail transit business in  
Changsha and Zhuzhou



Welcome to

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欢迎您!

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