

蝶变 构建中国新清洁的产业 新版图

2013年8月1-3日
北京·国家会议中心

CICIE 2013中国国际清洁产业博览会
China International Cleaning Industry Expo 2013

China International Cleaning Industry Expo 2013

2013中国国际清洁产业博览会

2013.8.1~8.3 China National Convention Center, Beijing 中国 北京 国家会议中心

Four Grand Expos 四大展会 联袂出击

- 1 China International Cleaning Industry Expo 2013
2013中国国际清洁产业博览会
- 2 China International Property Facilities & Supplies Expo 2013
2013中国国际物业设施及用品博览会
- 3 China International Hotel Facilities & Supplies Expo 2013
2013中国国际酒店设施及用品博览会
- 4 China Government Office Facilities & Supplies Expo 2013
2013中国政府机关设施及用品博览会

Organizers 主办单位

China Cleaning Industry Association (CCIA)
中国洗涤用品工业协会

China Cleaning Industry Sustainability Union (CCISU)
中国清洁产业可持续发展联盟

China Cleaning Industry Sustainability Union (CCISU)
中国清洁产业可持续发展联盟

China Council for the Promotion of International Trade -- Sub-Council of Light Industry (CCPIT-CLIS)
中国国际贸易促进委员会轻工行业分会

China Council for the Promotion of International Trade -- Sub-Council of Light Industry (CCPIT-CLIS)
中国国际贸易促进委员会轻工行业分会

China Association of Agricultural Machinery Manufacturers (CAAMM)
中国农业机械工业协会植保与清洗机械分会

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Co-organizer 承办单位

Creative International Exhibitions Co., Ltd. 北京创智国际会展有限公司

Supporters 支持单位

China National Light Industry Council 中国轻工业联合会

China Property Management Industry 中国物业管理协会

China Hotel Association 中国饭店协会

China Alcoholic Drinks Industry Association 中国酿酒工业协会

China Dairy Industry Association 中国乳制品工业协会

China Beverage Industry Association 中国饮料工业协会

China National Information Center for Industrial Cleaning 全国清洗行业信息中心

Taiwan Soap and Detergent Association, Chinese Taipei 台湾肥皂和清洁剂工业同业公会

American Cleaning Institute 美国清洗协会

UK Cleaning Products Industry Association 英国清洁产品工业协会

International Association of the Soap, Detergent, and Maintenance Products Industry (A.I.S.E.)
欧盟洗涤剂协会

International Association of the Soap, Detergent, and Maintenance Products Industry (A.I.S.E.)
欧盟洗涤剂协会

Canadian Consumer Specialty Products Association 加拿大消费品协会

ACCORD Australia 澳大利亚洗涤剂协会

Japan Soap and Detergent Association 日本洗涤剂协会

The Swiss Cosmetic and Detergent Association 瑞士化妆品和洗涤剂协会

India Home & Personal Care Industry Association 印度家居及个人护理行业协会

Sustainability, Great Potential in China Cleaning Industry 可持续发展，中国清洁产业市场潜力无限

After decades' development, China cleaning industry has made a leap forward across the industrial and service fields with an output value of 320 billion Yuan at an annual growth rate of 25%.

Entering the new century, along with accelerating urbanization, industrial and commercial prosperity and people's pursuit of high quality living, China cleaning industry meets the important historical development opportunity. It has become an independent fast-growing industry. Held back by lack of talents, technologies, funds, industrialization, uniform standards and service etc., China cleaning industry is in great need of introducing the international advanced technology and management experience to enhance the overall industry level.

Meanwhile, with the fast-paced urbanization, the Chinese government puts more emphasis on how to ensure people's security and health from the aspects of daily life, entertainment and work.

中国新兴的清洁产业经过数十年的发展，已成为横跨工业和服务业两大领域的产业，产值达3200亿元，并以每年25%的速度增长。

进入新世纪以来，伴随着中国城市化进程的不断加快，工商业的繁荣以及人们对高品质生活的追求，中国清洁产业的大发展也迎来了重要的历史机遇。清洁行业已经成为一个独立的产业在迅猛发展，但由于受到了人才技术、资金不足、产业化规模尚未形成以及产品标准、服务标准缺乏等诸多因素的制约，亟需引进国际上先进的技术、先进的管理经验，来提升产业水平。

与此同时，随着城市化进程的进一步加快，如何从人们日常生活、娱乐及工作的各个层面保障大众的生活生产健康及和谐，也越来越受到政府的重视。

China Cleaning Industry Sustainability Union (CCISU) 中国清洁产业可持续发展联盟



China Cleaning Industry Sustainability Union is dedicated to working together with industry players to share the responsibilities and boost China cleaning industry sustainable development. Its goal is to become the core strength of China green cleaning industry and the most determined promoter for China's green public welfare undertakings.

中国清洁产业可持续发展联盟将以行业可持续发展为宗旨，共同承担社会责任，积极推动中国清洁产业的健康发展。中国清洁产业可持续发展联盟的愿景是：成为推动中国清洁产业可持续发展核心力量，成为中国绿色清洁产业的代言人，成为中国绿色公益事业最坚定的促进者。

Transformation, constructing China's new cleaning industry

Holding high the banner of new cleanness and working together with industry players, CICIE2012 has obtained good achievements as well as wide recognition. However, we are also aware that for years China cleaning industry has always been at the foot of the value chain, with labor and simple tools as cleaning elements, sight and touch as the cleaning standards, neglecting security & health, work efficiency, and the carrying capacity of the environment. Today's China is undergoing a great change since consumption upgrading and rising cost of production factors have brought not only huge challenges but also new opportunities for cleaning industry.

Therefore, CICIE2013 will be themed by "Transformation, constructing China's new cleaning industry", advocating "new cleanness" as a turning point, grasping "beauty, healthy environment & highly efficient life" as the direction, focusing on market, product & innovation. In order to enhance the enterprise capability and its core brand value, occupy the commanding height of the value chain, CICIE2013 will adapt itself to the market demand and move forward with industry colleagues to leave a lasting imprint on China's new cleaning industry.



穿越2012，中国国际清洁产业博览会携手行业，高举“新清洁”的产业旗帜，与产业同仁共同成长，取得了社会一致肯定的斐然成绩，然而在成绩面前，则要清醒的认识到目前产业的现状，多少年来中国清洁产业始终处于价值链的低端，社会普遍存在以人和简单工具作为清洁要素，以眼和手的感观作为清洁的标准，忽视了安全，忽视了健康，忽视了效率，忽视了环境的承载能力。当今的中国正经历着一场深刻的变化，消费升级和生产要素成本的高涨为传统的清洁产业带来了巨大挑战同时也为新清洁产业带来了全新的机遇。

为此，2013年中国国际清洁产业博览会将以“蝶变——构建中国新清洁的产业新版图”为主题，倡导全行业以新清洁为契机，把握清洁产业正以创造美、创造健康安全的环境、创造高效率的生活为发展方向这一深刻的变化，潜心做稳市场、做好产品、做新模式、做实创新，进一步增强企业内生动力，“力炼”品牌核心价值，立足产业价值链的制高点，去适应新时期市场需求变化，在中国清洁产业的新版图中书写下自己企业的烙印，2013我们与行业同仁一起构建中国新清洁产业的新版图。

Advantages 博览会优势

1st Government-sponsored High-end Cleaning Industry Expo
 首个政府支持的高端清洁产业博览会

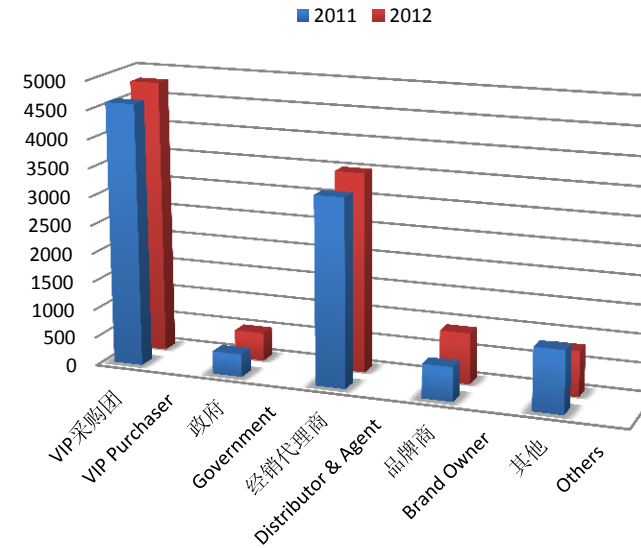
1st Display Platform for Integrated Cleaning Industry Chain
 首个整合全清洁产业链的展示平台

Procurement Priority Platform for Government Offices & Enterprise Headquarters
 中央国家机关后勤、企业总部优先参观采购平台

Most Influential Cleaning Industry Expo with Highest Media Attention
 社会影响力最大、媒体关注度最高的清洁业博览会

Biggest Professional Cleaning Industry Expo
 规模最大的清洁产业专业博览会

Review of CICIE2012
2012中国国际清洁产业博览会回顾分析



Exhibitor Review 2012 CICIE 展商评分

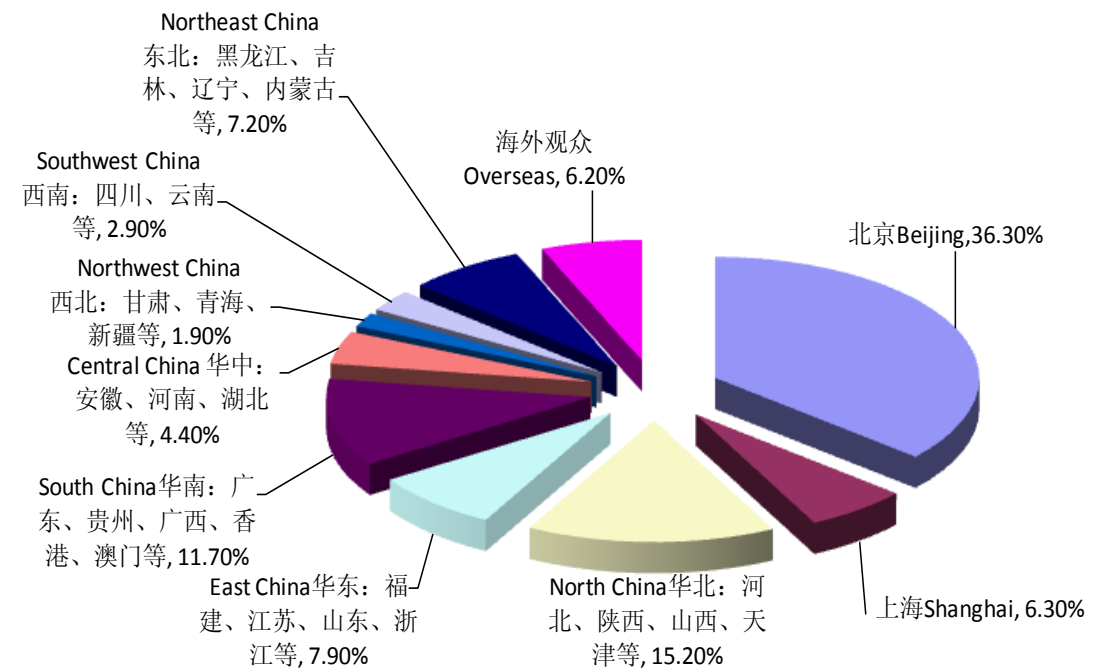
Exhibition Effects 展会成绩
81% Satisfied 认为这次参展的成果很满意

Visitor Quality 关于观众
91% Interested in attending next expo 有意向下届继续参加

85% Satisfied 认为这次博览会观众质量非常好

Professional Visitor Growth
 2012 CICIE 专业观众对比图

Visitor Analysis 2012 CICIE 观众分析



Honored Guests in CICIE (Part) 出席2012CICIE开幕式嘉宾(部分)

Gu Xiulian, the Vice-chairman of the 10th National People's Congress
第十届全国人大常委会副委员长 顾秀莲

Bu Zhengfa, CPPCC Standing Committee Member & President of China National Light Industry Council
全国政协常委、中国轻工业联合会会长 步正发

Wang Liming, Director of Department of Consumer Goods Industry of MIIT
工业和信息化部消费品司司长 王黎明

Wang Desheng, Deputy Director of Department of Trade in Services and Commercial Services of MOFCOM
商务部商贸服务司副司长 王德生

He Yanli, Inspector of Industry Coordination Department of NDRC
国家发改委产业协调司巡视员（正司级）贺燕丽

Du Tonghe, Vice President of China National Light Industry Council
中国轻工业联合会副会长 杜同和

Chen Jiangfeng, Vice President of China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts
中国轻工工艺品进出口商会副会长 陈江峰

Wang Benhe, President of CCPIT-CLIS 中国国际贸易促进委员会轻工行业分会会长 王本和

Shi Yuzhi, Deputy Director of Finance and Economy Committee of NPC
全国人大财经委副司长 施禹之

Wang Yao, Vice President of China General Chamber of Commerce
中国商业联合会副会长 王耀

Zheng Wuhong, President of China Cleaning Industry Association
中国洗涤用品工业协会理事长 郑舞虹

LuoXing, CICIE Secretary
中国国际清洁产业博览会秘书长 罗兴

Sam Hsu, Senior Vice President of Ecolab (China) Investment Co., Ltd.
艺康（中国）投资有限公司全球资深副总裁 徐昇宏

Shen Hong, Managing director, North Asia, Diversey Trading (Shanghai) Co., Ltd.
泰华施（上海）有限公司、希悦尔北亚区副总裁 沈宏

Li Guozhen, Senior Vice President of BASF (China) Company, Ltd.
巴斯夫（中国）有限公司全球副总裁 李国祯

Francieli Amaral, Coordinator of Asian Market, KÄRCHER (Shanghai) Cleaning Systems Co. Ltd
凯驰（上海）清洁系统有限公司亚洲市场协调 Francieli Amaral

Ju Weihong, General Manager of CWS-boco (Beijing) Laundry and Hygiene Service Co., Ltd.
海特斯（北京）洗涤服务有限公司总经理 鞠伟宏

Liu Wei, General Manager of Beijing Dabao Daily Chemical Product Factory
北京市大宝日用化学制品厂总经理 刘卫

Yu Wen, President of Xi'an Kaimi Co., Ltd. 西安开米股份有限公司董事长 于文

Hu Xinru, Vice General Manager of Foreign Affairs Department of P&G Technology (Beijing) Co., Ltd.
宝洁公司对外事务副总经理 胡馨如



Major Exhibitors 往届主要展商



*In random order 排名不分先后

Concurrent Events 博览会同期活动

China International Cleaning Industry Summit Forum

中国国际清洁产业发展高层论坛

China Cleaning Industry Annual Awards Ceremony

中国清洁产业年度大奖评选及颁奖活动

New Cleanness Industry Solutions Forums

新清洁行业解决方案系列论坛

China Cleaning Industry Distributor Marketing Forum

中国清洁产业经销商营销论坛

China Cleaning Industry Entrepreneurs Live Interview

中国清洁产业企业家在线访谈

China New Cleaning Product Release (Display) Show

中国清洁新产品发布(展示)秀

Cleaners' High & New Cleaning Equipment Experiencing Activity

一线清洁工人高新清洁设备用品体验活动

Household Green Cleaning Experiencing Activity

家庭绿色清洁体验活动



Scope of Exhibits 参展范围

Cleaning Systems & Equipment 清洁机械与设备

Industrial 工业用清洁机械设备

Institutional 公共设施用清洁机械设备

Environmental Sanitation 市政环卫清洁机械设备

Stone Conservation 石材养护清洁机械设备

Automotive Beauty 家用、汽车清洗美容机械设备

Air/Water Purification 室内环境净化、净水设备

Cleaning/Dry-cleaning/Ironing Systems & Equipment 洗涤、干洗及熨烫设备

Laundry/Dry-cleaning/Ironing/Dyeing Equipments & Technologies

洗衣、干洗、熨平、洗染机械设备和安装技术

Laundry/Ironing/Dry-cleaning/Disinfecting Cleaning Agents

洗衣、熨烫、干洗、消毒和染色等清洁剂

Steam Equipment & Water Treatment System 洗衣相关蒸汽设备、水处理系统

Laundry Monitoring/Customer Management Software 洗衣房管理、监控系统、客户管理软件

Cleaning Agents 清洁剂

Industrial 工业专用清洁剂

Institutional 公共设施商用清洁剂

Household 家庭用清洁剂

Personal Care 个人护理用品

Cleaning Tools 清洁工具

Industrial 工业用清洁工具

Institutional 公共设施用清洁工具

Household 家庭用清洁工具

Personal Care 个人用清洁工具

Public Health 家用及公用卫生用品

Cleaning Product Accessories & Raw Materials 清洁产品零配件及原料

Cleaning Agents Raw Materials 清洁剂原料

Storage Battery/Cell 电瓶、蓄电池

Accessories 清洁产品零配件

Packing Materials 专用包装材料

Molds 模具

Pest Control 有害生物防治

Professional Disinfection: Medicines & Medical Instruments for Degerming/Disinsection/

Deratization 专业消杀: 对公共区域及户外进行除菌、灭蚊、驱虫、灭鼠等药剂器械

Personal & Household Protection: Medicines & Tools for Mosquito/Fly/Cockroach

个人及家庭防护: 驱蚊、灭蝇、除蟑螂等药剂工具

Medical Epidemic Prevention Equipment 医用防疫设施、用具

OEM & ODM

Exchange Platform for Brand Owner/ODM/OEM 品牌商、原始设计商、代工企业三维一体交流平台

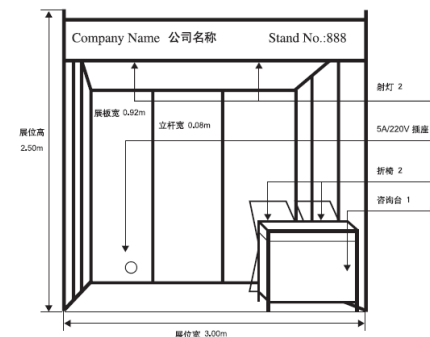
All-round Publicity for High-quality Visitors 全面的宣传活动-招揽高品质对口观众



Participation Expense 参展费用

国内企业

注：标准展位面积为9平方米，光地36平方米起售



- A类：12800元/标准展位 光地：1200元/平方米
- B类：10800元/标准展位 光地：1000元/平方米
- C类：8800元/标准展位 光地：880元/平方米
- 地下展厅：5800元/标准展位

Exhibitors

Note: the standard booth is 9m²; the raw space is ≥36m²

- Type A: \$3000/9m² Raw Space: \$300/m²
- Type B: \$2500/9m² Raw Space: \$250/m²
- Type C: \$2000/9m² Raw Space: \$220/m²
- Underground Exhibition Hall: \$1200/9m²

Standard Booth 标准展位 (9m²)

*Fascia Board: Company Name (English & Chinese), Booth No. (Height: 300mm, written in blue on a white background). Additional fee shall be charged for on-site modification.

楣板：中英文对照的厂商名称，展位号（30厘米高，蓝底白字），根据参展商在参展申请表中提供的信息制作公司中文楣牌，现场如需更改，须另行收取费用。

*Furniture: one information counter, two folding chairs & one waste paper basket

展具：一张咨询台，两把折叠椅，一个纸篓

*Lighting: two spotlights (100w, installed in the back clapboard of the booth)

照明：两个100瓦的射灯将安装在展位的背面隔板上

*Power Supply: one 5A/220V socket (available to TV, video, computer, water dispenser, etc.; self-made or self-prepared lamps or other exhibits are forbidden)

电源：一个5A/220V插座（电视、视频、电脑、饮水机等可用；自制、自备灯具以及展品禁用）

*Carpet: fully covering 地毯：满铺

Raw Space 光地展位 (≥36m²)

*Exhibitors should pay for fees including booth construction/decoration & exhibition hall management.

参展商需自付展台搭建装饰及展馆施工管理等相关费用

Application Details and Procedure 参展报名方式

For Companies who intend to participate CICIE2013, please fill in the Booth Application Form and send it to *Creative International Exhibitions Co., Ltd.* After the contract is signed, if the exhibitors fail to pay off on time or quit the exhibition, the reserved booth is cancelled automatically and no deposit to return. To guarantee the exhibition image, the organizing committee reserves the right to adjust the booth position after negotiation with exhibitors.

凡有意参加博览会的单位，请填写展位申请表并交予北京创智国际会展有限公司。协议签订后，如未按要求支付定金及余款，主办单位将不保障所确认之展台位置。如在上述日期前退出参展，定金将不予退回。为保证整体形象，组委会保留与参展单位协商并最终调整展台位置的权利。



Organizing Committee: Creative International Exhibitions Co., Ltd.
Tel: 86-10-84414356/84414384 Fax: 86-10-84414360
Email: cleanexpo@126.com Website: www.clean-expo.com
Address: Rm.903, Tower A, Xiaoyun Center, 15 Xiaguangli, Chaoyang District, Beijing

组委会：北京创智国际会展有限公司
电话：86-10-84414356/84414384 传真：86-10-84414360
电邮：cleanexpo@126.com 博览会官网：www.clean-expo.com
地址：北京市朝阳区霞光里15号霄云中心A-903

展位申请表

一、博览会基本信息

博览会名称: 2013 中国国际清洁产业博览会	
地点: 北京国家会议中心(展览馆)	地址: 北京市朝阳区天辰东路 7 号
时间: 2013 年 8 月 1 日-3 日	

二、参展公司基本信息:

企业名称 (中英文)					
地 址			邮 编		
企业类别	<input type="checkbox"/> 生产商 <input type="checkbox"/> 代理商		其他		
企业负责人	姓名		职务		电话
	传真		E-mail		手机
联系人	职 务		手机号		
	传 真		E-mail:		
公司网址					

三、展位租赁及其它服务

展位预定	标准展位: (3m x 3m) (<input type="checkbox"/> A类 <input type="checkbox"/> B类 <input type="checkbox"/> C类 <input type="checkbox"/> 地下展厅) _____ 个, 展位号: _____; 光地展位: (展位号: _____), 光地 _____ 平米 (光地申请面积在 36 平米起预定)
费用合计	¥: _____ 拾 _____ 万 _____ 千 _____ 百 _____ 拾元整 ()
汇款方式	开户银行: 招商银行股份有限公司北京北三环支行 开 户 名: 北京创智国际会展有限公司 账 号: 110907241410802
备注	参展单位从展位申请表签订之日起 7 日内, 需将参展费 50% 汇入主办方账号, 双方确认所定展位生效。余款需在开展的 2 个月之前付清, 如果参展公司未按期支付费用, 所预订展位自动取消, 组委会有权处理该展位。

四、确认

参展企业签字、盖章	组委会签字盖章
盖章	盖章
代表: _____ 日期 _____	代表: _____ 日期 _____

●本合同经双方签字或盖章后生效, 在以电子邮件、传真等形式订立合同时, 博览会组委会收到参展单位签字或盖章的合同电子邮件、传真件即为生效。

博览会组委会

北京创智国际会展有限公司

北京市朝阳区霞光里15号霄云中心A-903 100125

联系人: 邹先生 康女士

电话: 010-84414356/84414384 传真: 010-84414360

网址: www.clean-expo.com E-mail: cleanexpo@126.com

Booth Application Form

1. Overview

Name: China International Cleaning Industry Expo 2013	
Location: China National Convention Center	Time: August 1 st -3 rd , 2013
Address: No. 7 Tianchen East Road, Chaoyang District, Beijing	

2. Exhibitor Information

Company Name					
Address				Postcode	
Business Type	<input type="checkbox"/> Manufacturer <input type="checkbox"/> Agent		Others		
Person in Charge	Name		Duty		Tel.
	Fax		E-mail		Mobile
Contact	Name		Duty		Tel.
	Fax		E-mail		Mobile
Website					

3. Booth Rent

Reservation	Standard Booth (3m*3m): (<input type="checkbox"/> A, <input type="checkbox"/> B, <input type="checkbox"/> C, <input type="checkbox"/> Underground Exhibition Hall) _____(Number), Booth No. _____ Raw Space: (Booth No. _____), _____ m ² (≥36m ²)
Total Fee	\$ _____
Payment	Beneficiary's Bank: China Merchants Bank Beijing Beisanhuan Branch Payment Recipient: Creative International Exhibitions Co., Ltd. A/C No.: 110907241410802
Notes	For booth reservation, the exhibitor should pay 50% of the fees to the organizer in 7 days after the contract is signed. The rest fees should be paid in 45 days before the opening of CICIE2013. If the exhibitor fails to pay off on time, the reserved booth is cancelled automatically and the organizing committee keeps the right to dispose of the booth.

4. Confirmation

Signature/Seal (Exhibitor)	Signature/Seal (Organizing Committee)
(dd/mm/yyyy)	(dd/mm/yyyy)

● This contract is in two copies, effective since being signed/sealed by both parties.
(Fax/email copy is also effective.)

Organizing Committee: Creative International Exhibitions Co., Ltd.

Tel: 86-10-84414356/84414384 Fax: 86-10-84414360

Email: cleanexpo@126.com Website: www.clean-expo.com

Address: Rm.903, Tower A, Xiaoyun Center, 15 Xiaguangli, Chaoyang District, Beijing

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