

Suzhou Grand Canal Expo

2021
Aug 27-29

Camera di Commercio Italiana in Cina (CICC)
Shanghai Office



印
象
运河

江苏省成立了由省主要领导任组长、沿线11个城市和相关职能部门共同参与的大运河文化带建设工作领导小组，成立大运河文化带建设研究院，设立初期规模200亿元的大运河文旅基金，建设大运河国家文化公园、中国大运河博物馆，搭建世界运河历史文化城市合作组织（WCCO），努力把大运河江苏段打造成璀璨文化带、绿色生态带、缤纷旅游带。

Jiangsu Province has set up a leading group for the construction of the Grand Canal cultural belt, with 11 cities along the line and relevant functional departments as the team leader, established a research institute for the construction of the Grand Canal cultural belt, established a 20 billion Chinese yuan Grand Canal Cultural and Tourism Fund in the initial stage, built the Grand Canal National Cultural Park and China Grand Canal Museum, and built a World Historic and Cultural Canal Cities Cooperation Organization WCCO, strive to build the Grand Canal Jiangsu section into a bright cultural belt, green ecological belt and colorful tourism belt.

Jiangsu Province and the Grand Canal

“ 大运河江苏段纵贯南北790多公里，拥有的世界文化遗产资源占全线1/3以上，同时串联起扬子江城市群、江淮生态经济区、淮海经济区，辐射到沿海经济带，对接长江经济带发展、长三角一体化等国家战略。 ”

The Jiangsu section of the Grand Canal runs from north to south for more than 790 kilometers, with more than one third of the world cultural heritage resources. At the same time, it connects the Yangtze River city cluster, the Jianghuai ecological economic zone and the Huaihai economic zone, radiates to the coastal economic belt, and connects with national strategies such as the development of the Yangtze River Economic Belt and the integration of the Yangtze River Delta.

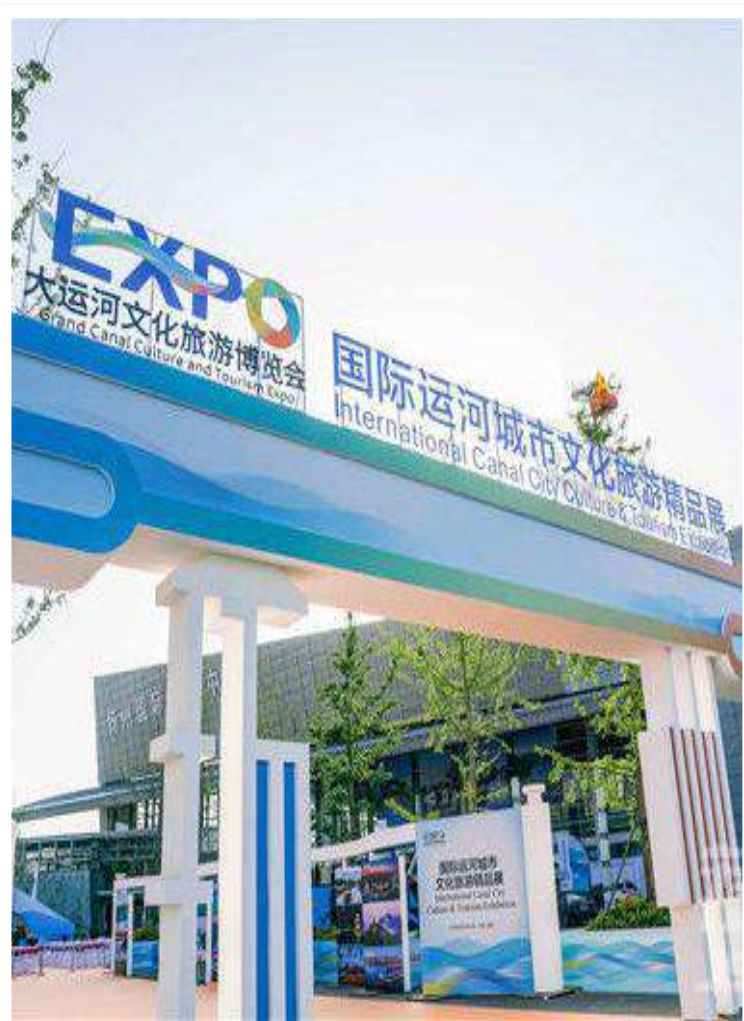




The 1st Expo

The first expo opened on May 3rd -6th, 2019, held in Yangzhou, which has attracted 500 exhibitors from **31 countries and regions** on 5 continents, 3 international organizations and nearly **40 cities** inside and outside the province. The Grand Canal Talent Show, Drama Flash Show and 58 tourism promotion activities were held during the Expo. More than 7000 pieces of cultural relics, tourism products, intangible cultural heritage projects, famous banquets and delicacies, tourism equipment and cultural and creative products were exhibited with nearly 126000 visitors.

The 1st Expo



The 1st Expo International Exhibitors (Part)

- Korea
- India
- Japan
- Liechtenstein
- Brazil
- Moscow
- Singapore
- Hong Kong
- Austria
- Mexico
- UAE
- Australia
- Spain
- Norway
- Indonesia
- Nigeria
- Germany
- Italy

网址 Official website <http://www.jstv.com/s/yunhe/review2019.shtml>

The 2nd Expo

The 2nd Expo Guest Countries

- Namibia
- Brazil
- Germany
- Italy
- Ethiopia
- Nigeria
- Panama
- Venezuela
- Bulgaria
- Egypt
- USA
- UK
- France
- Korea
- Japan
- Indonesia
- Malaysia
- Viet Nam
- Cuba
- Thailand
- Mexico
- Timor-Leste
- Mozambique
- Spain
- Portugal
- Hungary
- Hellenic

Official website <http://tour.jschina.com.cn/ztk/2020dyh/>



Call For Tender - The Grand Canal Expo 2021- Fusion Innovation Sharing

About the Expo

Co-endorsed by the Propaganda Department of Jiangsu Provincial Party Committee, the Department of Culture and Tourism of Jiangsu Provincial, the Foreign Affairs Office of Jiangsu Provincial, the Jiangsu Provincial Federation of Literary and Art Circles and the People's Government of Suzhou. The Department of Culture and Tourism of Jiangsu Province specifically leads the implementation of the Expo. The Expo will contain Canal Culture and Tourism Exhibition (including International Pavilion, e.g. Italy, Spain, Netherland, Ethiopia, Japan, Thailand, etc.), characteristic product exhibition, cultural and creative exhibition, food exhibition and intangible cultural heritage exhibition.

Cost

Free (includes design and setup)

Date

August 27th - 29th, 2021

Venue: Suzhou International Expo Center
苏州市国际博览中心

Events

- Canal culture travel experience activities
- Opening ceremony
- Theme show
- Exhibitions
- Theme forum
- Concurrent event

Organizers

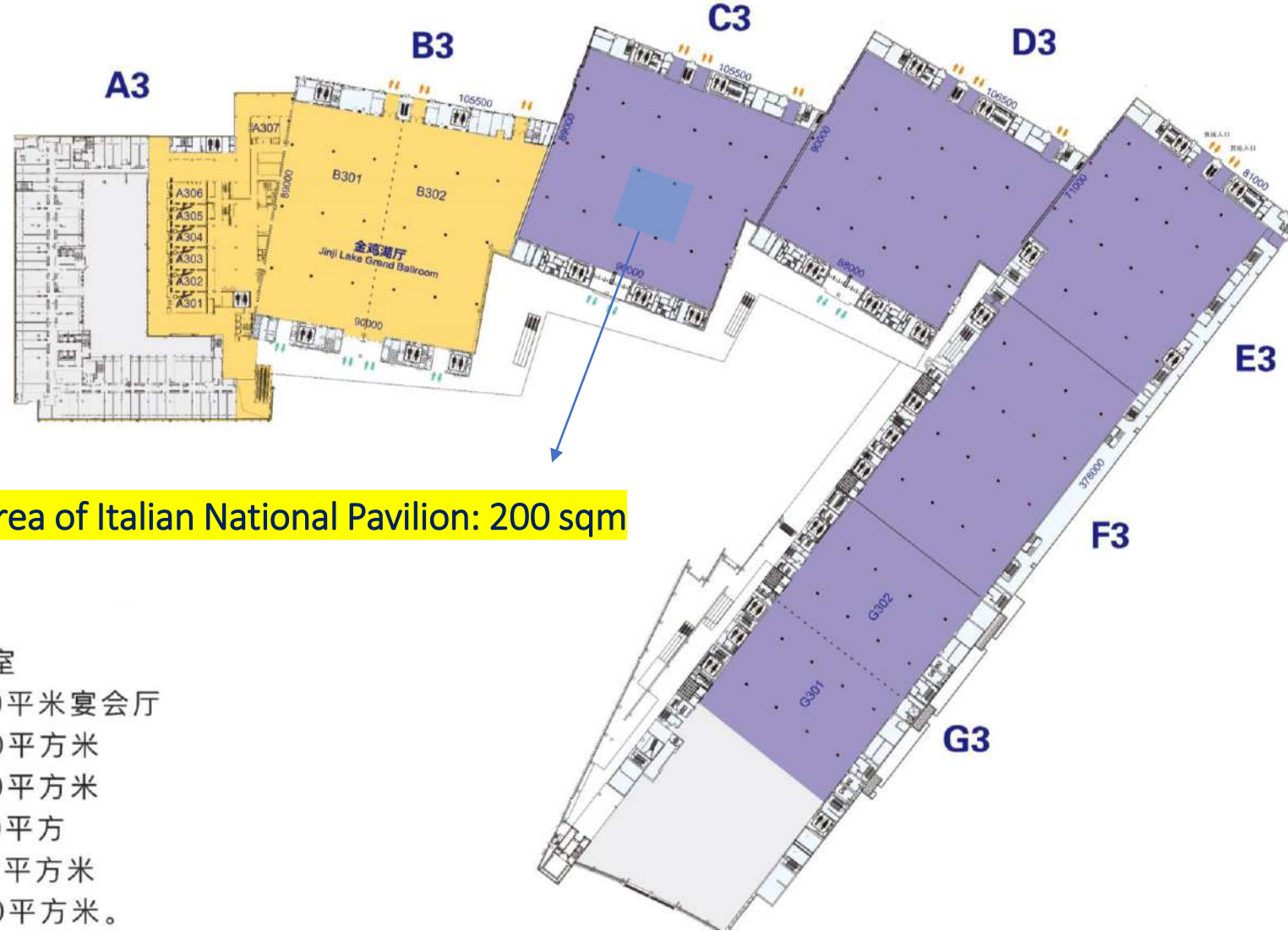
- The Propaganda Department of Jiangsu Provincial Party Committee
- The Department of Culture and Tourism of Jiangsu Provincial
- The Foreign Affairs Office of Jiangsu Provincial
- The Jiangsu Provincial Federation of Literary and Art Circles
- The People's Government of Suzhou



Past Edition

<http://www.jstv.com/s/yunhe/>

Suzhou International Expo Center



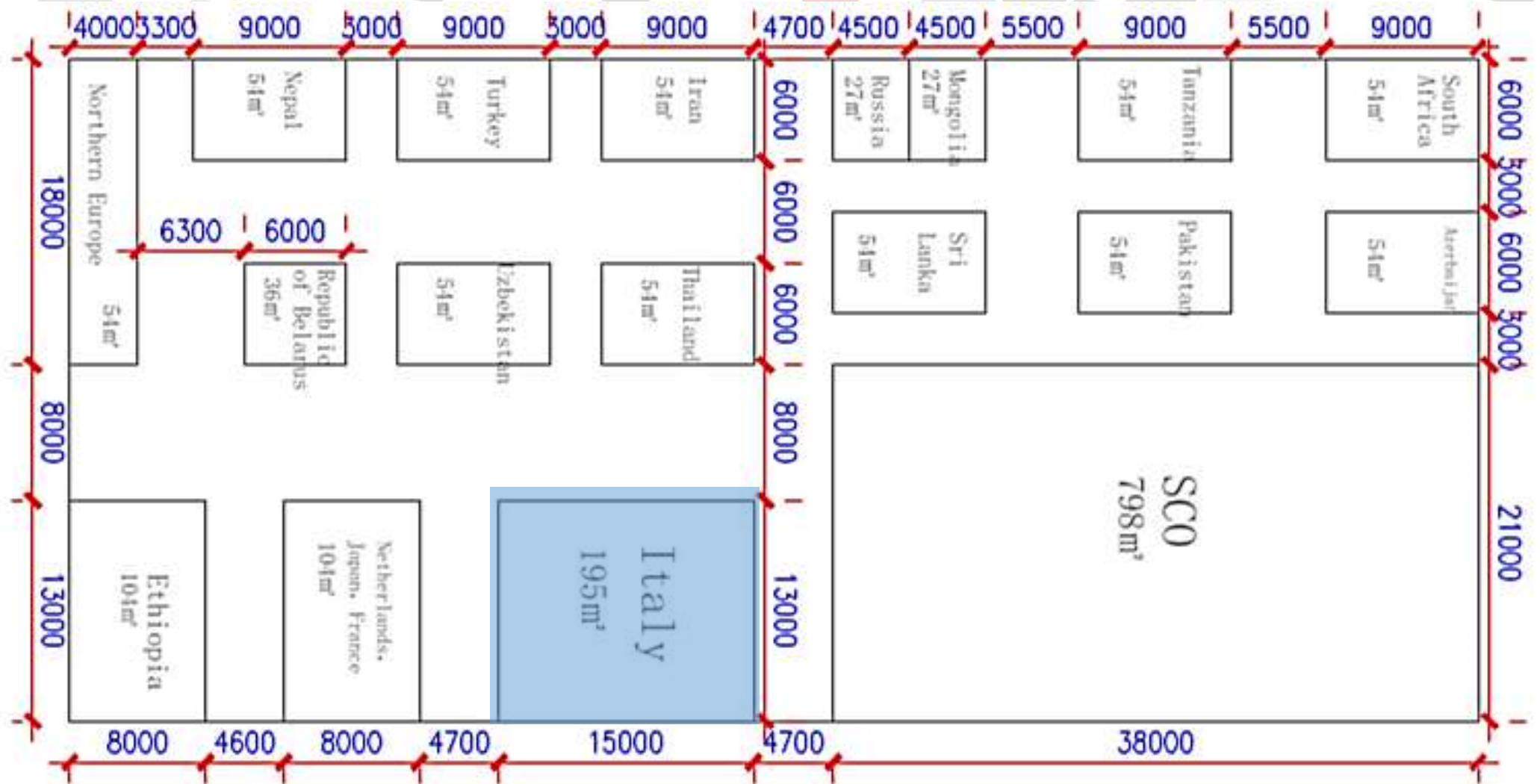
Hall 3C, total area of Italian National Pavilion: 200 sqm

- A3: 会议室
- B3: 8000平米宴会厅
- C3: 9000平方米
- D3: 9000平方米
- E3: 8000平方
- F3: 9000平方米
- G3: 8000平方米。



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Floor Plan

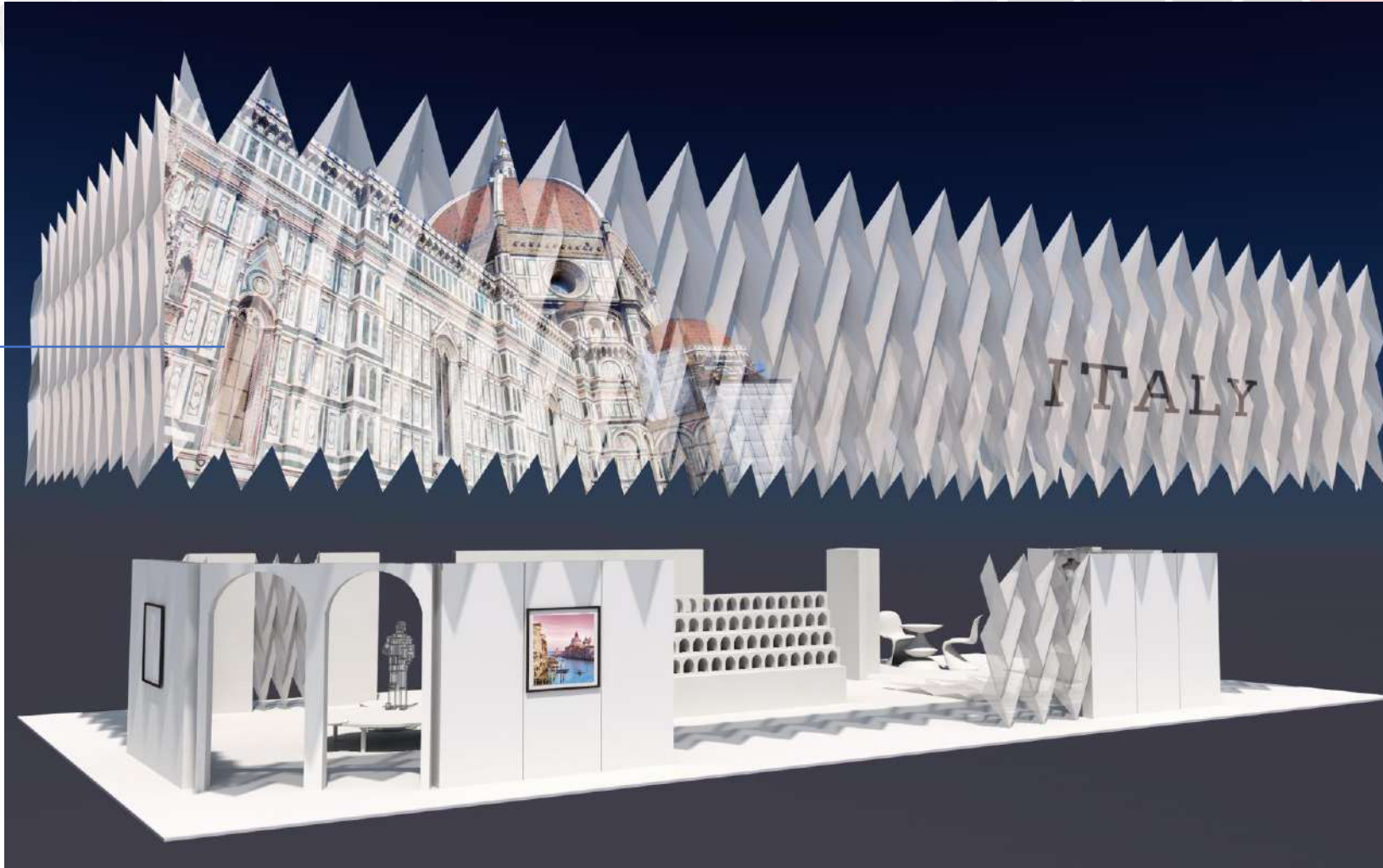


The position of Italy National Pavilion in Hall 3C



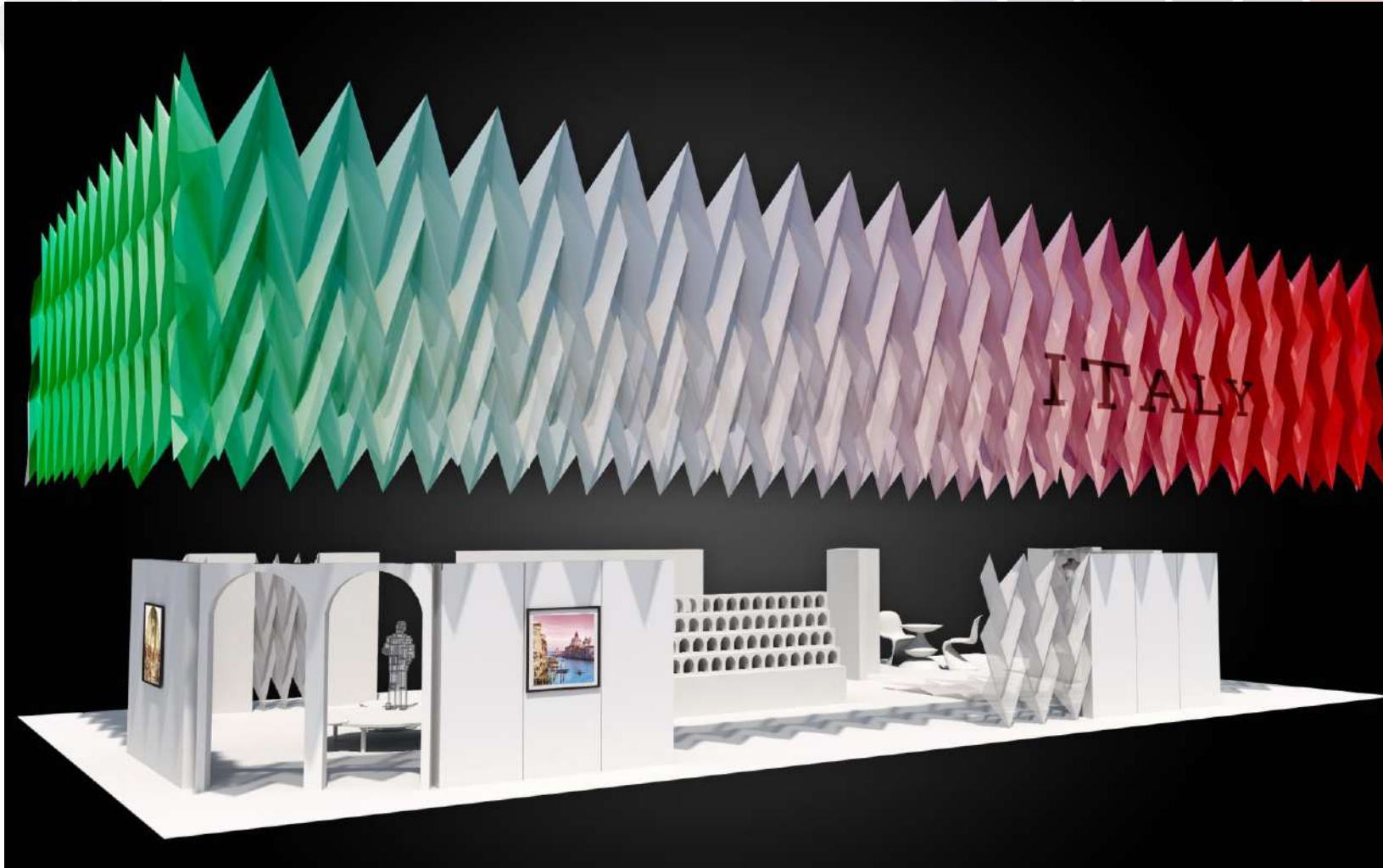
Design

Image/video
Projection



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Design

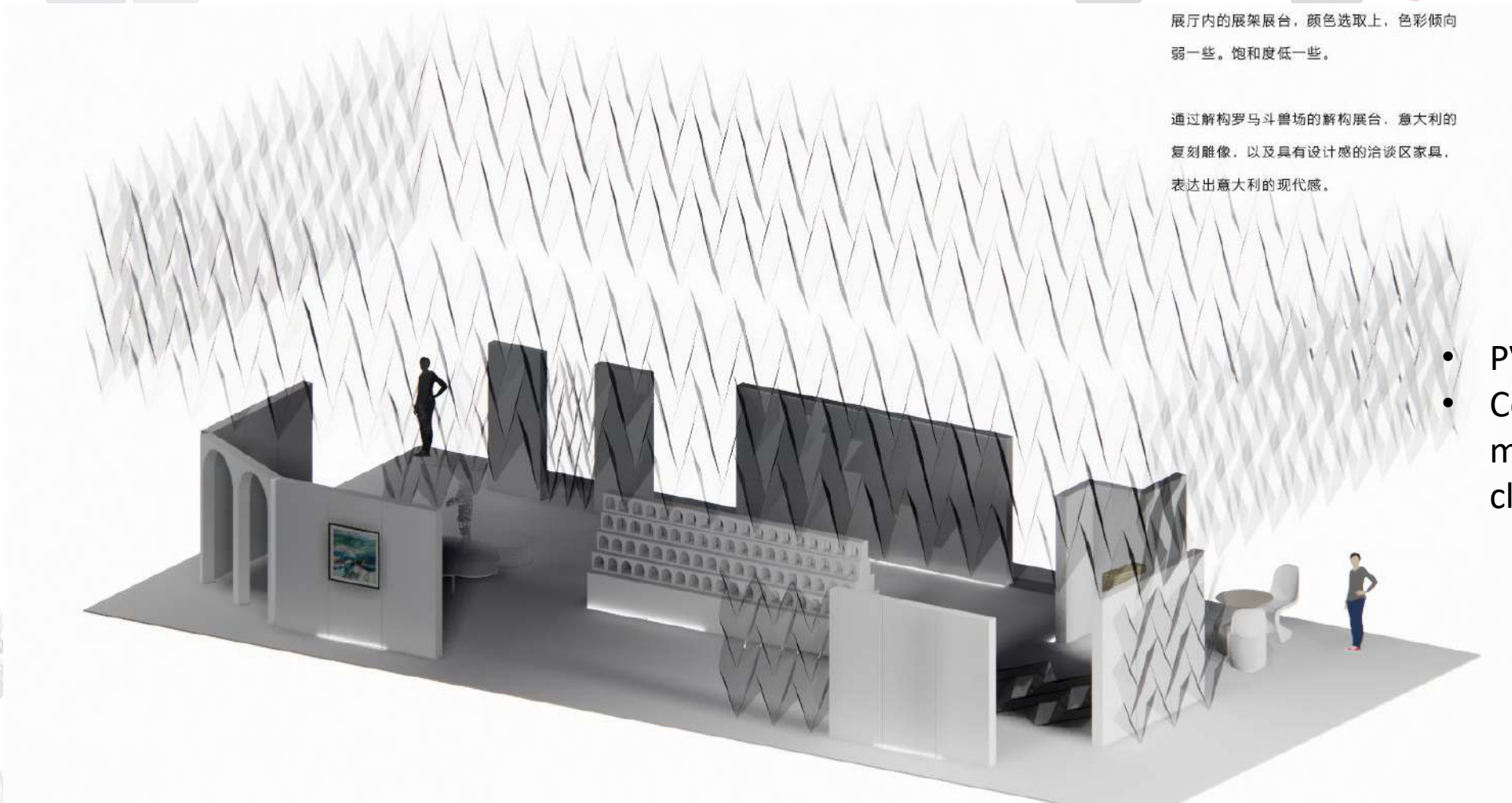


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Design

展厅内的展架展台，颜色选取上，色彩倾向弱一些。饱和度低一些。

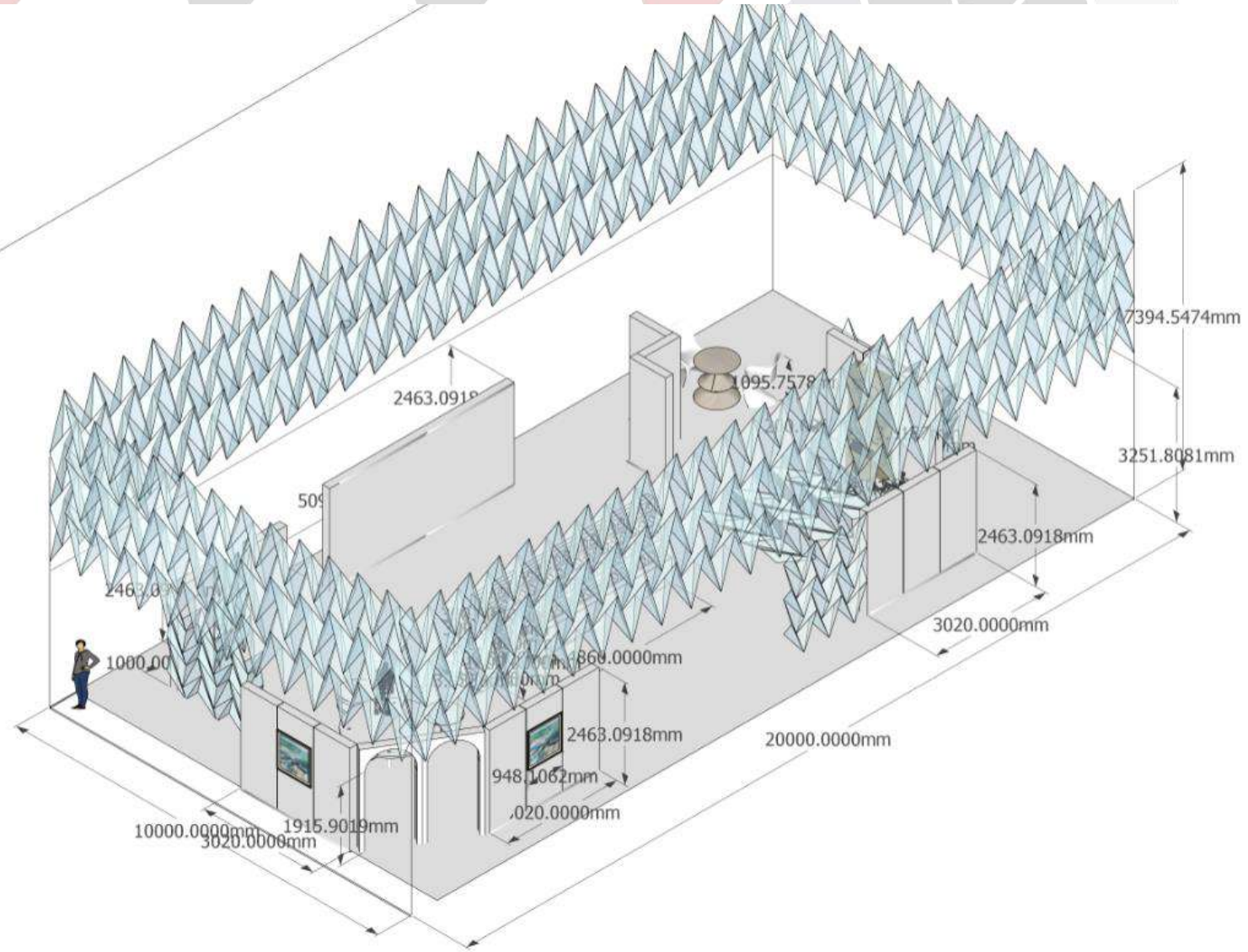
通过解构罗马斗兽场的解构展台，意大利的复刻雕像，以及具有设计感的洽谈区家具，表达出意大利的现代感。



- PVC materials
- Combination of modern design and classic Romano style



Design



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Contact Us

If you are interested in participating, please contact:

China-Italy Chamber of Commerce

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