



第十七届中国（重庆） 老年产业博览会

THE 17TH CHINA (CHONGQING)
SENIOR CITIZEN EXPO

邀请函

Letter of Invitation

时间：2022年11月4日-6日
Date: November 4-6, 2022

地点：重庆国际会议展览中心
Venue: CQ International Convention & Exhibition Center



博览会概况 | Overview of the CSCE

中国(重庆)老年产业博览会(以下简称老博会)始创于2005年,已连续成功举办十六届,被评为“中国十佳品牌展会”。展会立足西南、辐射全国、面向全球。历届展会共吸引17个国家、34个省市、6000余家单位来渝参展参会,展览总面积突破35万平方米,吸引到美国水印、新加坡宜康、新加坡优护、加拿大美睿健康、荷兰凯思建筑、日本美邸、日本礼爱株式会社、日医、德国思塔夫、德国胜拓医疗、德国添康、法国罗格朗、比利时卫美恒、中国人寿、泰康、中铁任之、远洋集团、光大百龄帮、九如城、重医青杠老年护养中心、合展养老、钱璟康复、乐普医疗、恩谷科技等知名企业参展。老博会已发展成为集产品展示、高端论坛、学术交流、政策解读、招商引资、贸易洽谈、体验互动、技能大赛于一体的行业性、专业性、国际性盛会,对推动养老服务业健康可持续发展具有十分重要的意义。

China (Chongqing) Senior Citizen Expo (hereinafter referred to as the CSCE) has been held since 2005, and was named the “National Top Ten Brand Exhibition”. Based in Southwest China, CSCE is opened up to enterprises across China and the world. There have been over 6,000 exhibitors from 34 provinces/cities in China and 17 foreign countries. The total exhibition area has exceeded 350,000 square meters. The CSCE has attracted a number of well-known enterprises, including Watermark Retirement Communities, Econ Healthcare Group, GoldenCare, MarryHealth Enterprises Inc., Contexture Architects, Medical Care Service Company, RIEI Co., Ltd., Nichii Gakkan Co., Ltd., Schtaf, Steigentec Medical Science & Technology Co., Ltd., Tecfor Care GmbH, Legrand Group, Vermeiren Group, China Life Insurance Co., Ltd., Taikang Insurance Group, Chongqing China Railway Renzhi Senior Industry Company, Sino-Ocean Group, Chongqing Everbright Bailing Health Care Industry Group Co., Ltd., Joru Group, Qinggang Senior Care Center of the First Affiliated Hospital of Chongqing Medical University, Chongqing Hezhan Elderly Care Industry Development Co., Ltd., Jiangsu Qianjing Rehabilitation Medical Technology Co., Ltd., Lepu Medical Technology Co., Ltd., and Shanghai Engoo Information Technology Co., Ltd. The CSCE is a professional, international and industrial event integrating product display, high-end forum, academic exchange, policy interpretation, investment attraction, trade negotiation, experience interaction, and skill competition, which is of great significance for promoting the healthy and sustainable development of the elderly care service industry.

有效应对我国人口老龄化,事关国家发展全局,事关亿万百姓福祉,事关社会和谐稳定,对全面建设社会主义现代化国家具有重要意义。为实施积极应对人口老龄化国家战略,把积极老龄观、健康老龄化理念融入经济社会发展全过程,培育养老新业态,构建居家社区机构相协调、医养康养相结合的养老服务体系,提升广大老年人的获得感、幸福感、安全感。本届“老博会”将通过展览展示、主题论坛、文化展演等30余项活动,聚焦国内外养老资源对接,打造全体养老人的行业盛会,老年人的嘉年华,充分发挥社会各方跨界融合、聚力优势,推动我国老龄事业高质量发展。诚挚欢迎广大行业品牌、经销商、采购商及相关企业莅临重庆参展参会,共享商机、共谋发展、共创未来。

Tackling the strains of an aging population is significant for the country's overall development, Chinese people's well-being, social harmony and stability as well as the building of a modern socialist country in all respects. Responding to the national strategy to address population aging, the CSCE hopes to make a contribution toward integrating positive aging views and healthy aging concepts into economic and social development, creating new elderly care business forms, and building a system of domestic, community, and institutional elderly care services to meet different medical and health care needs, thus boosting the sense of fulfillment, happiness, and safety among the elderly. The 2022 CSCE will carry out over 30 activities including exhibitions, theme forums, and culture shows. The exposition is prepared for the elderly and all people in the elderly care industry. It will focus on gathering elderly care resources at home and abroad and bringing parties from all walks of life together to leverage their strength, with the goal of promoting high-quality development of both elderly care programs and the elderly care sectors. All brands in the industry, distributors, buyers, and relevant enterprises are welcome to participate in and visit the exposition, sharing business opportunities, seeking joint development, and creating a better future together.



组织机构 | Organizers

● 指导单位：

中国社会福利与养老服务协会、重庆市民政局、重庆市卫生健康委员会、重庆市残疾人联合会

Guided by:

China Association of Social Welfare and Senior Service、Chongqing Civil Affairs Bureau、Chongqing Municipal Health Commission、Chongqing City Disabled Persons' Federation

● 支持单位：

重庆市社会福利指导中心、成都市民政局

Supported by:

Chongqing Social Welfare Guidance Center、Chengdu Civil Affairs Bureau

● 主办单位：

重庆市养老服务协会、中国国际商会重庆商会、重庆市大健康产业商会、重庆市中医药行业协会、重庆优创会展有限公司、重庆优创东方展览有限公司

Hosted by:

Chongqing Pension Service Association、China Chamber of International Commerce Chongqing Chamber of Commerce、Chongqing Chamber of Commerce for Great Health Industry、Chongqing Association of Traditional Chinese Medicine Industry、Chongqing Youchuang Exhibition Co., Ltd.、Chongqing Youchuang Dongfang Exhibition Co., Ltd.

● 协办单位：

重庆市老年事业发展基金会、西南地区养老服务联盟、成都市养老服务业协会

Co-organized by:

Chongqing Aging Development Foundation、Southwest China Senior Service Alliance、Chengdu Senior Service Association

● 承办单位：

重庆优创东方展览有限公司、重庆优创会展有限公司

Undertaken by:

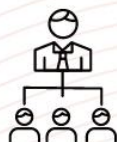
Chongqing Youchuang Dongfang Exhibition Co., Ltd.、Chongqing Youchuang Exhibition Co., Ltd.



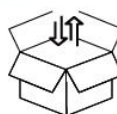
日程安排 | Agenda



2022年11月2日—3日 参展商报到、布展
November 2-3, 2022: sign-up and move-in of exhibitors



2022年11月4日—5日 展示、参观、洽谈
November 4-5, 2022: display, visit, and negotiation



2022年11月6日15:00 撤展
15:00, November 6, 2022: move-out



公益福彩·第十四届中国（重庆）老年产业博览会暨2019美好生活嘉年华

展会亮点 | Highlights

(一) 权威养老平台深耕养老行业16年,助力企业提升社会影响力、行业知名度。

(I) Dedicated to the elderly care industry for 16 years, the CSCE can provide a good platform for enterprises to improve their social influence and raise their profile in the industry.

(二) 政府部门、养老机构、医疗康复机构、贸易商等50000+专业买家精准邀约,超40家行业商协会组团参观。

(II) The CSCE will invite over 50,000 buyers in a targeted way, including government departments, elderly care institutions, medical rehabilitation institutions, traders, and so on. Over 40 industry associations will organize delegations to visit the exposition.

(三) 线上线下双联动,提供全年度展示推广机会,助力企业高效获取行业资源。

(III) The CSCE is held with a combination of online and offline services. It provides annual exhibition and promotion opportunities and help enterprises obtain industry resources efficiently.

(四) 150+位业界权威助阵高峰论坛,助力参会者洞察行业趋势,抢抓养老风口。

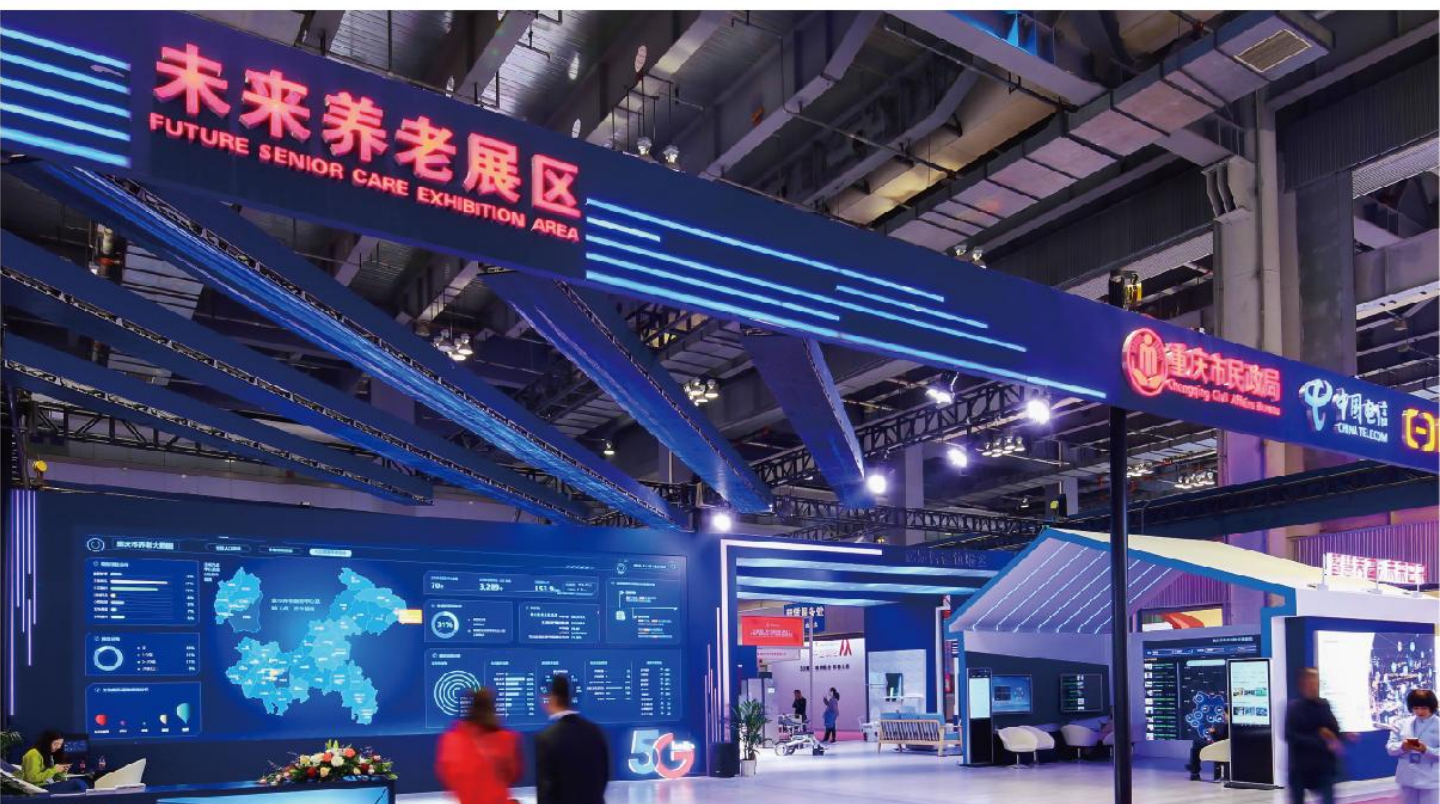
(IV) More than 150 industry authoritative guests will participate in the summit forum, helping participants gain insight into the industry trends and seize the development opportunity of the elderly care industry.

(五) “老博会CSCE”官网、微信、短视频推送等多维营销矩阵,为企业创造全方位融合营销商机。

(V) The CSCE provides multi-dimensional matrix marketing through official websites, WeChat, short videos, and so on, creating comprehensive integrated marketing opportunities for enterprises.

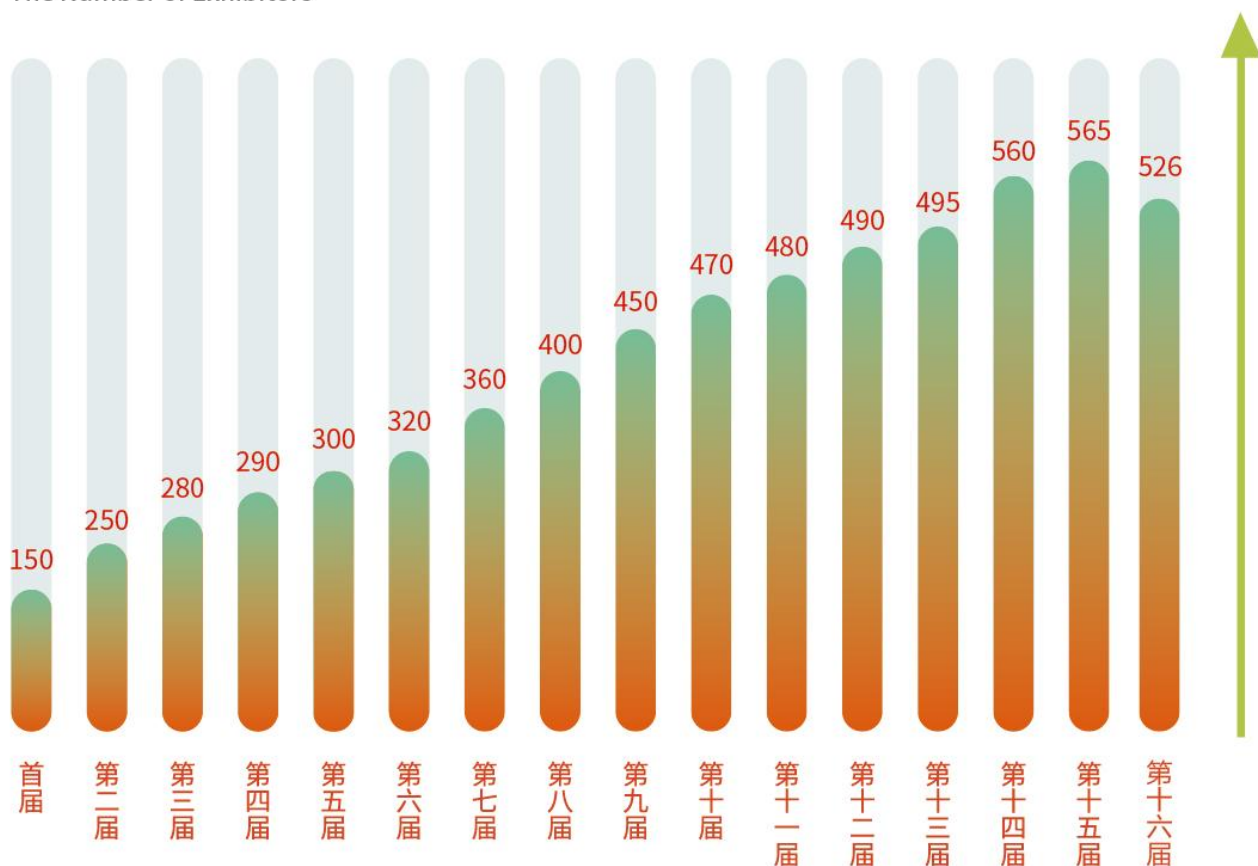
(六) 高质量养老护理人才集聚,百余家养老企业现场招聘。

(VI) The CSCE gathers high-quality nursing talents for the elderly, and more than 100 elderly care enterprises recruit on site.

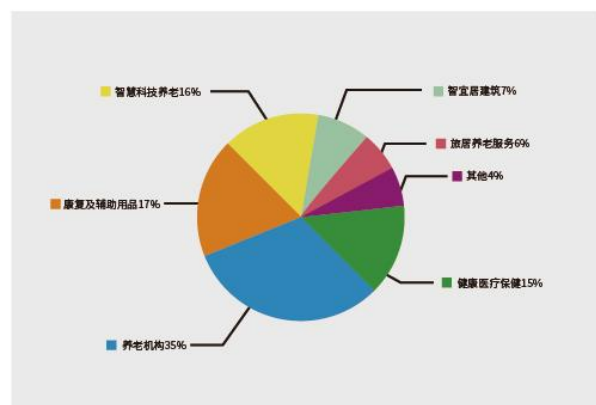


数据分析 | Data Analysis

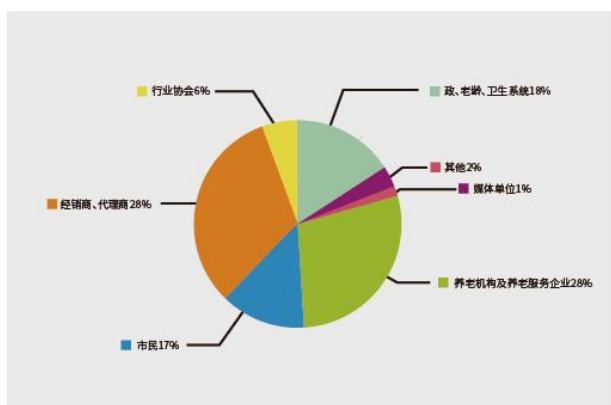
参展企业数量
The Number of Exhibitors



展品种类
The Kinds of Exhibits



第十六届老博会观众行业数据分析
Visitors of the 16th CSCE Industry Data Analysis



展区规划 | Exhibition Area Planning



国际展区

International exhibition area

外国驻华使领馆及商协会组团、国际养老产学研机构、养老服务品牌、建筑设计机构、投融资机构等。

delegations of foreign embassies and consulates in China and business associations, International Elderly care IUR Institute, elderly care service brands, architectural design institutions, investment, financing institutions, etc.

国内省市展区

Domestic provincial and municipal exhibition areas

省(市)组团、国内康养项目、养老服务产品、生态养生基地、候鸟养老、康复中心、社会福利组织、老年社区(公寓)、养老机构、社区日间照料中心及老年服务机构等。

provincial (municipal) delegations, domestic elderly care real estate, old-age service products, ecological health care base, migratory bird-style old-age care, rehabilitation centers, social welfare organizations, communities (apartments) for the elderly, old-age care institutions, community daycare centers, old-age service institutions, etc.



区县展区

District/county exhibition areas

展示全市各区县老龄事业和养老服务业的建设成果,介绍各地发展老龄事业和养老服务业的经验和政策措施,展示各区县项目的招商引资等。

display the achievements in the aging undertakings and aged care services in all districts and counties of the city, introduce the experiences, policies, and measures of developing aging undertakings and aged care services in various places, and display the investment attraction of projects in all districts and counties.

展区规划 | Exhibition Area Planning

养老信息化展区

Information-based exhibition area for old-age care

互联网+健康服务终端、养老机构管理软件、可穿戴健康设备、智能健康管理系统、智能养老信息化服务平台等。

Internet plus health service terminal, management software for old-age care institutions, wearable health equipment, intelligent health management system, intelligent old-age care information service platform, etc.

智慧健康养老应用试点示范企业



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老年用品展区

Exhibition area of products for the elderly

功能性老年服装服饰、智能化日用辅助产品、养老照护产品、适老化产品、老年生活用品及老年病预防、治疗药品、保健品、中医养生保健、适老家具、适老建筑设计规划等。

functional clothes for the elderly, intelligent daily auxiliary products, old-age care products, products suitable for the elderly, daily necessities for the elderly, senile disease prevention and treatment drugs, health care products, TCM health care products, furniture suitable for the elderly, design and planning of buildings suitable for the elderly, etc.

康复护理展区

Rehabilitation and nursing exhibition area

康养中心、脑卒中认知障碍康复及评估器材、家用医疗器械、急救用品、生活辅具器材、康复护理设备、治疗及康复训练辅助器具用品、行动辅助设备、无障碍设施、假肢及矫形器等。

health and wellness center, rehabilitation and assessment equipment for cognitive impairment caused by stroke, household medical equipment, first aid supplies, life assistive devices, rehabilitation nursing equipment, treatment and rehabilitation training assistive devices, mobility assistive devices, barrier-free facilities, prostheses, orthoses, etc.



展区规划 | Exhibition Area Planning



旅居养老服务展区

Tourism-based elderly care service exhibition area

旅居养老及温泉养老等各种涉老旅游项目及产品、国内康养基地、生态养生基地、候鸟养老机构、服务老年人志愿者机构及成果展示等。

various tourism projects and products involving elderly people such as tourism-based and hot spring elderly care projects, domestic health and wellness base, ecological health care base, migratory bird-style old-age care, volunteer organizations serving elderly people, achievements display, etc.

养老人才招聘展区

Recruitment of old-age care talents exhibition area

百余家重庆市养老企业现场招聘。
more than 100 elderly care enterprises in Chongqing recruit on site.



老年文化交流专区

Cultural exchange area for the elderly

“养老服务全覆盖”宣传展示、老年书画作品鉴赏、老年棋艺交流以及太极、舞蹈等艺术展示，丰富老年人精神文化生活。

publicity and exhibition of “full coverage of elderly care services”, appreciation of painting and calligraphy works for the elderly, chess exchange, Tai Chi, dance, and other art activities for the elderly. All this will enrich the spiritual and cultural life of the elderly.





- 中国(重庆)养老服务高峰论坛
China (Chongqing) Old-Age Service Summit
- 中国养老思想者大会
China Elderly Care Thinkers Conference
- 涉老企业贸易对接洽谈会
Trade Matchmaking Fair for Elderly Care-Related Enterprises
- 智慧养老新品发布会
New Exhibits for Smart Old-Age Care
- 养老产品路演
Roadshow for Elderly Care Products
- 老年人防诈骗科普讲座
Speech on Prevention of Fraud for the Elderly
- 老年健康知识讲座
Speech on Health for the Elderly
- 书法拍卖善款捐赠仪式
Donation Ceremony of Calligraphy Auctions Earning
- 名医义诊
Free Medical Consultation by Famous Doctors
- 爱心“三助”进社区
Help with Food, Medical Care, and Cleaning for the Elderly in the Community.

综合宣传及专业观众 | Comprehensive Publicity and Professional Visitors



专业观众 Professional visitors

邀请全国各地民政、残联、卫健系统等行业主管部门，行业协会及会员单位，养老机构、疗养院、老年活动中心、康复中心、医药商业集团、专卖店、健身房等专业机构参会采购；组织老年产品开发企业，经销商、代理商、投资咨询机构、海外涉老服务机构，国家甲级医院、老年产业相关单位及人员等参会。

invite the competent departments of civil affairs, disabled persons' federations, the health care system and other industries, industry associations and their member units, elderly care institutions, nursing homes, elderly activity centers, rehabilitation centers, pharmaceutical groups, specialty stores, and gymnasiums and other professional institutions from all over the country to participate in the procurement; organize elderly care product development enterprises, distributors, agents, investment consulting institutions, overseas elderly service institutions, national level A hospitals, elderly industry-related units, personnel, etc., to attend the CSCE.



主流媒体宣传 Mainstream media publicity

组委会将举行新闻发布会，邀请中央及市内外主流媒体到会进行宣传报道，在主流媒体上开辟“CSCE”专题、专栏进行宣传报道。

The Organizing Committee will hold a press conference, invite mainstream media from the central government and inside and outside the city to attend the conference for publicity and reporting, and launch “CSCE” special columns in mainstream media for publicity and reporting.



新媒体 New media

今日头条APP、抖音APP、百度新闻APP、新浪新闻 APP、网易新闻APP、腾讯新闻APP、搜狐新闻APP、百度视频APP、优酷视频APP、芒果视频APP等。

apps such as Jinri Toutiao, Douyin, Baidu News, Sina News, NetEase News, Tencent News, Sohu News, Baidu Video, Youku Video, Mango TV, etc.



专业媒体宣传 Professional media publicity

定期在全国相关老年专业媒体上发布本届“CSCE”信息及进展情况，利用专业媒体的影响力提升“CSCE”专业性、扩大“CSCE”影响范围。

regularly publish the information and progress of the “CSCE” in relevant professional media for senior citizens in China, utilize the influence of professional media to enhance the professionalism of “CSCE” and expand its influence scope.



户外广告宣传 Outdoor advertising publicity

在重庆市交通主干道、各大商圈发布户外宣传广告。

release outdoor advertising on Chongqing's main roads and major business districts.

综合宣传及专业观众 | Comprehensive Publicity and Professional Visitors



社区宣传 / Community publicity

在全市范围内开展“CSCE”进社区的系列宣传活动，扩大“CSCE”宣传范围，发动全民关注和支持养老工作。

carry out a series of publicity activities of “CSCE” in communities throughout the city, expand the publicity scope of “CSCE”, and mobilize all people to follow and support the elderly care work.



网站宣传 / Website publicity

在全国老年专业网站上发布本届“CSCE”活动与招商信息。

release the information about this “CSCE” activity and investment promotion on national professional websites for senior citizens.



现场广告 / On-the-spot advertisements

在活动现场布置彩虹门、喜庆宝（喜庆风）、灯杆刀旗、巨幅广告等宣传品，以增加展会现场气氛。

Publicity materials such as rainbow gates, Xiqingbao (a type of festival product), lamppost flags, banners, and advertisements are arranged at the event site to create the atmosphere.



现场报道 / Live reporting

组织电视台、广播、网站、新媒体等现场直播展会盛况和参展商家访谈。

organize live broadcasts of the grand occasion of the CSCE and interviews with exhibitors by TV stations, radio stations, websites, and new media.



展位规格及收费标准

Specifications and Charging Standards for Booths

类 型 Type	规格m ² Specification m ²	收费标准 Charging Standard	展位配置 Booth Configuration
标准展位 Standard booth	3X3	国内企业6800元/个 RMB 6,800/booth for domestic enterprises 双开口加收1000元 Additional RMB 1,000/ booth for double openings 国外企业1500美元/个 USD 1,500/booth for foreign enterprises	三面展板、一条楣板、一张桌子、两把椅子、220V/5A单相电源插座、两盏射灯。 Three panels, one fascia board, one table, two chairs, 220V/5A single-phase power sockets, and two spotlights.
空地展位 Open Space Booth	≥36	国内企业700元/m ² RMB 700/m ² for domestic enterprises 国外企业150美元/m ² USD 150/m ² for foreign enterprises	不含任何搭建设施,由参展商自行搭建,36m ² 起租。 No building facilities are included, and exhibitors shall be responsible for their own construction. The minimum rental space is 36 m ² .

冠名赞助：
冠名、赞助的细则详见《第十七届中国（重庆）老年产业博览会赞助方案》，具体事宜请与“CSCE”组委会联系。

Title sponsorship:
For details of title and sponsorship, please refer to the Sponsorship Scheme of the 17th China (Chongqing) Senior Citizen Exposition. Please contact the Organizing Committee of CSCE for specific information.

展会广告：

Exhibition Advertisements:

会刊广告 Exhibition Catalog Advertisements	价 格 Price	其它广告 Other Advertisements	价 格 Price
封面 Cover	20000元 RMB 20,000	参展参观证件 Exhibitor/Visitor permit	10000元/1千个 RMB 10,000/1,000 permits
封底 Back cover	15000元 RMB 15,000	喜庆宝 Xiqingbao	5000元/座 RMB 5,000/set
封二、封三、扉页 Inside front cover, inside back cover, title page	12000元 RMB 12,000	门票广告 Ticket Advertisements	6000元/万张 RMB 6,000/10,000 tickets
彩色内页 Color inside page	5000元 RMB 5,000	礼品袋 Souvenir bag	10000元/千个 RMB 10,000/1,000 bags

*以上广告费均含制作、发布费。
All these advertisement chargers include production and distribution fees.

展会现场广告 | On-site Ads of the Fair



展览中心幕墙广告
规格:10mx30m
20mx30m、50mx30m
价格:150元/㎡



展馆门口行架喷绘广告
规格:6mx3m
价格:6000元



序厅巨幅广告
规格:高17mx宽7m
价格:30000元



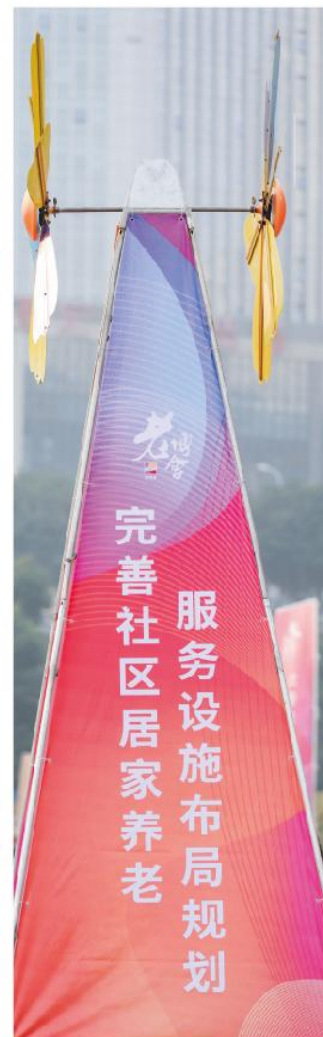
会刊广告彩色内页
价格:5000元/p



参展参观证件
价格:10000元/1千个



门票广告
价格:6000元/万张



喜庆宝广告10个每2面
价格:40000元



门楼广告 规格:长10mx高6m 价格:40000元



门套广告 规格:长20mx高4m 价格:50000元

Well-known Brands of the Previous Sessions



(以上排名不分先后)

参展要求 | Participation Requirements

参展单位必须持有合法的营业执照、税务登记证及产品合法审批文件等相关有效证件;食品保健品企业还需有生产许可证、卫生许可证、质检合格报告,并向组委会提供以上证照的复印件。

Exhibitors must hold legal business licenses, tax registration certificates, legal product approval documents, and other relevant valid certificates; food and health products enterprises must also have production licenses, health licenses, and quality inspection qualification reports, and provide the Organizing Committee with copies of the above licenses.

参展程序 | Participation Procedures

壹

参展单位按要求签定《参展合同》,邮寄至组委会办公室。

The exhibitor shall sign the Exhibition Participation Contract as required, and mail it to the Office of the Organizing Committee.

贰

七天内将相关费用汇入组委会指定账户或到组委会办公室交纳。

Within seven days, the relevant expenses shall be remitted to the account designated by the Organizing Committee or paid to the Office of the Organizing Committee.

叁

组委会收到参展费后方能确定参展,展位分配按“先交费、先落实”的原则,售完为止。

The participation can only be confirmed after the Organizing Committee receives the expenses, and the booth shall be allocated based on the principle of “pay first, implement first” until the booth is sold out.

组委会办公室 | Office of the Organizing Committee

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