



11月28日 KLCC 将为您开启惊喜序幕!



Surprises will be unveiled at KLCC on November 28, 2012!

——第九届马来西亚中国进出口商品展览会暨马来西亚国际品牌展，发现新创意，发现新商机

The 9th China Import & Export Commodities Exhibition (Malaysia) (“CIEM”) and the Malaysia International Branding Showcase (“IBS”) will explore innovation potential and new opportunities.



第九届马来西亚中国进出口商品展览会暨投资洽谈会（简称 CIEM）暨马来西亚国际品牌展（IBS）将于 2012 年 11 月 28 日-12 月 1 日在吉隆坡国际会议中心（KLCC）举行。

The 9th China Import & Export Commodities Exhibition (Malaysia) (“CIEM”) and the Malaysia International Branding Showcase (“IBS”) will be held at Kuala Lumpur Convention Center (KLCC) from 28 November to 1 December, 2012

CIEM 由中国商务部和福建省人民政府联合主办，中国对外贸易中心和福建省对外经济贸易合作厅、浙江商务厅、江苏商务厅共同承办，并得到了马来西亚国际贸易及工业部的高度关注和支持。

The CIEM is hosted by the Ministry of Commerce of the People’s Republic of China and Fujian Provincial People’s Government and co-organized by China Foreign Trade Center and Fujian Provincial Department of Foreign Trade &

Economic Cooperation. The CIEM & IBS has been receiving high attention and support from the Ministry of International Trade & Industry of Malaysia.

从 2004 年起，CIEM & IBS 已连续 8 年在吉隆坡成功举办。前八届累计有 2388 家来自中国以及东盟各国的企业参展，来自 26 个国家和地区的 70460 名专业买家到会参观采购，展会现场成交超过 3.9 亿美元。

The CIEM & IBS has been successfully held in Kuala Lumpur for 8 years in succession since 2004, which saw a total of 2,388 exhibitors from China and the ASEAN countries and 70,460 professional buyers from 26 countries and regions as well as the on-site transactions of over USD390 million in the past 8 sessions.

本届 CIEM & IBS 将续写第 9 载春秋，主办单位通过精挑筛选，将约有 5 个国家和地区 300 多家公司参展，分别来自中国，马来西亚、印度尼西亚、中国台湾等国家和地区。展览会将在万众期待中，以多个闪亮焦点在吉隆坡华丽登场。

The 9th CIEM & IBS will renew past glory and attract over 300 enterprises from 5 countries and regions including China, Malaysia, Indonesia and Chinese Taiwan. The exhibition showcasing the highlights will take place in Kuala Lumpur.

“精”品云集 发掘无尽新可能

Bring together the premium products and tap into unlimited new possibilities

CIEM & IBS 在不断持续的探索中，开创出适合展览会自身特点的发展路线。展览会除了展示知名品牌企业外，更多的是把隐藏在中国及东盟地区的中小型精品企业发掘出来，带进马来西亚，以满足马来西亚商家更多的需求。

The CIEM & IBS opens up a development path suited to its particularities in

continuous exploration. It will showcase the brand enterprises as well as seek more excellent small and medium enterprises in China and ASEAN to introduce them to Malaysia and satisfy more demands of Malaysian merchants.

如贵州绿卡能科技实业有限公司的太阳能技术为缺乏日照的地区解决使用太阳能的烦恼；福建福安闽东亚南电机有限公司属于民营企业，但却是全球领先的系统电力解决方案供货商；福建南安市泉盛电子有限公司的产品曾经作为中华人民共和国商务部赠送柬埔寨王国礼品；湖南乐乐健信息科技有限公司的食谱 Pad 是全球领先的创新家庭厨房系列产品线的供货商；贵州紫日茶业科技有限公司的苗药茶枕更得到马来西亚妇女家庭及社会发展部王赛芝副部长的青睐；吉林通化东宝进出口有限公司带来的基因重组人胰岛素技术位居世界前沿，其技术团队已列入世界三强；福州同威鞋服有限公司是一家为超过 100 个品牌的欧洲、亚洲、美洲的客户定牌生产鞋服的民营企业；湖南吉利烟花自主开发的“黑蝎子”系列产品得到世界 40 多个国家的认可和喜爱；汕头市明诚玩具实业有限公司的语言计算机学习产品，能为客人设计独一无二的 IC 声音……来 CIEM & IBS，更多精彩，值得期待。

China Guizhou New Green Energy Technology Industry Co., Ltd. offers solar technology to solve the problems for the areas lacking sunlight. Fujian Fu'an Mingdong Yanan Electrical Machine Co., Ltd., as a private enterprise, is a world's leading supplier of power generation solutions. The products of Fujian Nan'an Quansheng Electronics Co., Ltd. served as gifts of the Ministry of Commerce of the People's Republic of China for Cambodia. Hunan Lelejian Information Technology Co., Ltd. that makes menu Pad is a world's leading supplier for innovative family kitchen product lines. The Miao medical tea pillows from Guizhou Ziri Tea

Technology Co., Ltd. win favor from Deputy Minister Heng Seai Kei, Ministry of Women, Family & Community Development. Jilin Tonghua Dongbao Import & Export Co., Ltd., ranking third in the world in terms of technology, will present its leading recombinant DNA human insulin technology. Fuzhou Tongwei Shoes & Garment Co., Ltd. is a private enterprise providing more than 100 brands in Europe, Asia and America with designated shoes and garment. The “Black Scorpion” line products developed by Hunan Jili Fireworks are well received by more than 40 countries and regions. Shantou Earnest Creation Co., Ltd. that makes the language learning computer products can design the unique IC sound for clients.....The CIEM & IBS will present more surprises and is worth expecting.

“深”入行业 产业集群连袂亮相

Explore deeper in industry and unveil industrial clusters

本届展览会主办方为大马客商带来的参展企业绝大部分均来自各产业带基地，以产业集群的形式连袂亮相，具有极强的区域代表性，务求满足不同行业的客商需要。有来自“中国丝网之乡”-河北安平五金铁网企业；“中国伞都”之称的福建晋江带来了多家雨伞制造专业户；福建泉州光电信息产业基地企业为大马引入高端实惠的对讲机电子产品；中国最大的机械工业生产研发基地之一江苏，将在机械五金及建材展区展示各类中小型机械代表作品；浙江义乌工艺独特、货美价廉的小商品将跃现日用消费品及礼赠品展区；闻名中外的宁波小家电、小五金产品更将在展览会现场延续往年佳绩；展会主办单位更首次带来“中国烟花城”“世界烟花之都”之称-浏阳的烟花制作企业，浏阳烟花产品被指定在中华人民共和国 60 周年大庆、北京奥运会、上海世博会专用，被赋予“浏阳花炮震

天下"的美名。同样引人瞩目的中国台湾生活家品和韩国高端保健用品依旧为大马客商带来更多的奇特创新玩意。

Most exhibitors come from the industrial bases and will show up in industrial clusters. Regional representative is being cultivated obviously in the CIEM & IBS. There are hardware & wire mesh enterprises from Anping, Hebei---the “home of China’s wire mesh”, professional umbrella manufacturers from Jinjiang, Fujian---“China’s umbrella metropolis” and the enterprises from Quanzhou Optoelectronic Information Industry Base, Fujian introducing the high-end and economical interphone products to Malaysia. Diversified small and medium-sized mechanical products will be showcased by Jiangsu---one of China’s largest mechanical production bases in the Machinery, Hardware & Building Show. The unique and well-made small commodities at competitive prices from Yiwu Zhejiang will be on display in the Consumer Goods & Gifts Show. The small appliances & small hardware products from Ningbo will renew past glory in the exhibition. The fireworks manufacturers from Liuyang, “China’s fireworks city” and “world’s fireworks metropolis”, will debut in the exhibition. Liuyang’s fireworks served as the designated products for the grand celebration of the 60th anniversary of the founding of the People’s Republic of China, Beijing Olympic Games and World Expo 2010 Shanghai, acclaimed as “Liuyang fireworks amaze the world.” The high-end houseware from Taiwan and health products from Korea will continue to bring more surprises and innovations to Malaysian merchants.

各专业联动，共同打造一站式采购平台

The trade interaction builds a one-stop sourcing platform.

CIEM & IBS 顺应时代发展潮流，专业化和综合化进行完美融合。展览会主办方结合“建材五金设备-家居装饰-家居消费品-生活必需品”思路，在同一平台上，为大马客商提供一系列关联产品采购服务，实现一站式采购策略，同时实现消费者和产品终端厂家的零距离交流。

The CIEM & IBS will offer a perfect combination of specialization and integration in tune with the times. It provides Malaysian merchants with a range of sourcing services for related products in the light of the ideas of “Hardware & Building – Home Decoration – Consumer Goods – Daily Necessities” to achieve the one-stop strategy as well as achieve the zero distance of communication between customers and manufacturers.

采购优质商品，由 CIEM & IBS 开始！

Purchasing high quality commodities starts with the CIEM & IBS!

马来西亚中国进出口商品展览会暨投资洽谈会（CIEM）& 马来西亚国际品牌展（IBS）将于 11 月 28 日在吉隆坡国际会议中心（KLCC）盛大开幕！

The 9th CIEM & IBS will open in the KLCC on November 28, 2012.

共享优质平台；共赢无限商机；共建中国-东盟贸易合作美好蓝图 ---利用 CIEM&IBS 的平台，汇聚产业优势，扩大展览会在东盟商圈的影响力，以“大综合”的框架为东盟客商呈现三大行业的专业展览会---**机电&五金建材展览会、日**

用消费品&礼赠品展览会、食品&饮品展览会。全方位呈现行业的最新趋势与产业动向，迎合东盟客商的需求，顺应行业发展的潮流，是您采购的首发站！

Share an excellent platform, get unlimited opportunities and jointly create a bright future for China-ASEAN Trade Cooperation---focus on industrial advantages through the CIEM & IBS, expand its influence in the ASEAN business circles and provide the ASEAN merchants with the three specialized trade shows---**Machinery, Hardware & Building Show, Consumer Goods & Gifts Show and Food & Beverage Show** based on the integrated framework, which will present the new industrial trends and developments, cater to the demands of the ASEAN merchants and conform to the trend of industrial development.

更多参展商信息欢迎登陆：<http://www.ciemfairwindow.com.cn>

For more information, please visit:

<http://www.ciemfairwindow.com.cn>

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