



2020

START

“精致中国”

手工艺品德国系列展销活动

2020 “EXQUISITE CHINA”
Handicraft Fairs in Germany

兴和瑞源（北京）商贸有限公司
德国Lin&Gang GmbH公司

为实现中国非物质文化遗产手工技艺的国际化传播，也为中国传统手工艺品顺利进入并开拓欧洲市场，由兴和瑞源（北京）商贸有限公司携手德国Lin&Gang GmbH公司，共同推出**2020“精致中国”手工艺品德国系列展销活动**。系列活动将以全新视角和务实举措迈出精粹文化产品走入欧洲的第一步。

In order to realize the international dissemination of the craftsmanship of China's intangible cultural heritage, and to successfully enter the European market for traditional Chinese handicrafts, Xinghe Ruiyuan (Beijing) Trading Co., Ltd. and Lin & Gang GmbH (Berlin) jointly launched **2020 “Exquisite China” Handicraft Fairs in Germany**. This series of trade fairs will take the first step in the entry of European culture products into Europe with a new perspective and pragmatic initiatives.

一、活动安排 ORGANISATION

2020年1月-2020年12月
Jan. 2020-Dec. 2020



01 活动时间

活动地点 02



德国柏林
Berlin Germany

兴和瑞源（北京）商贸有限公司
德国Lin&Gang GmbH公司
Xinghe Ruiyuan (Beijing) Trading Co., Ltd.
Lin&Gang GmbH



03 组织机构

二、活动形式与内容 CONTENT

1、活动介绍

活动展示由中国非遗手工艺以及具有自主知识产权的文创产品组成。其中以兼容实用性、艺术性和具有中国精粹文化内涵的高质量手工艺品为主，重点强调中国文化的独特性和创新性。同时，通过精准聚焦德国中高阶层市场客户，充分展示手工艺与文化创意的结合，彰显中国优秀手工艺品的当代价值

The exhibits are composed of Chinese traditional handicrafts and cultural and creative products with independent intellectual property rights. Among them, high-quality handicrafts with practicality, artistry and essence of Chinese culture take the centre stage, in order to emphasis the uniqueness and innovation of Chinese culture. At the same time, through the precise focus on the German customer market from middle and high class, the combination of craftsmanship and cultural creativity will be fully demonstrated and the contemporary value of China's outstanding handicrafts will be highlighted.

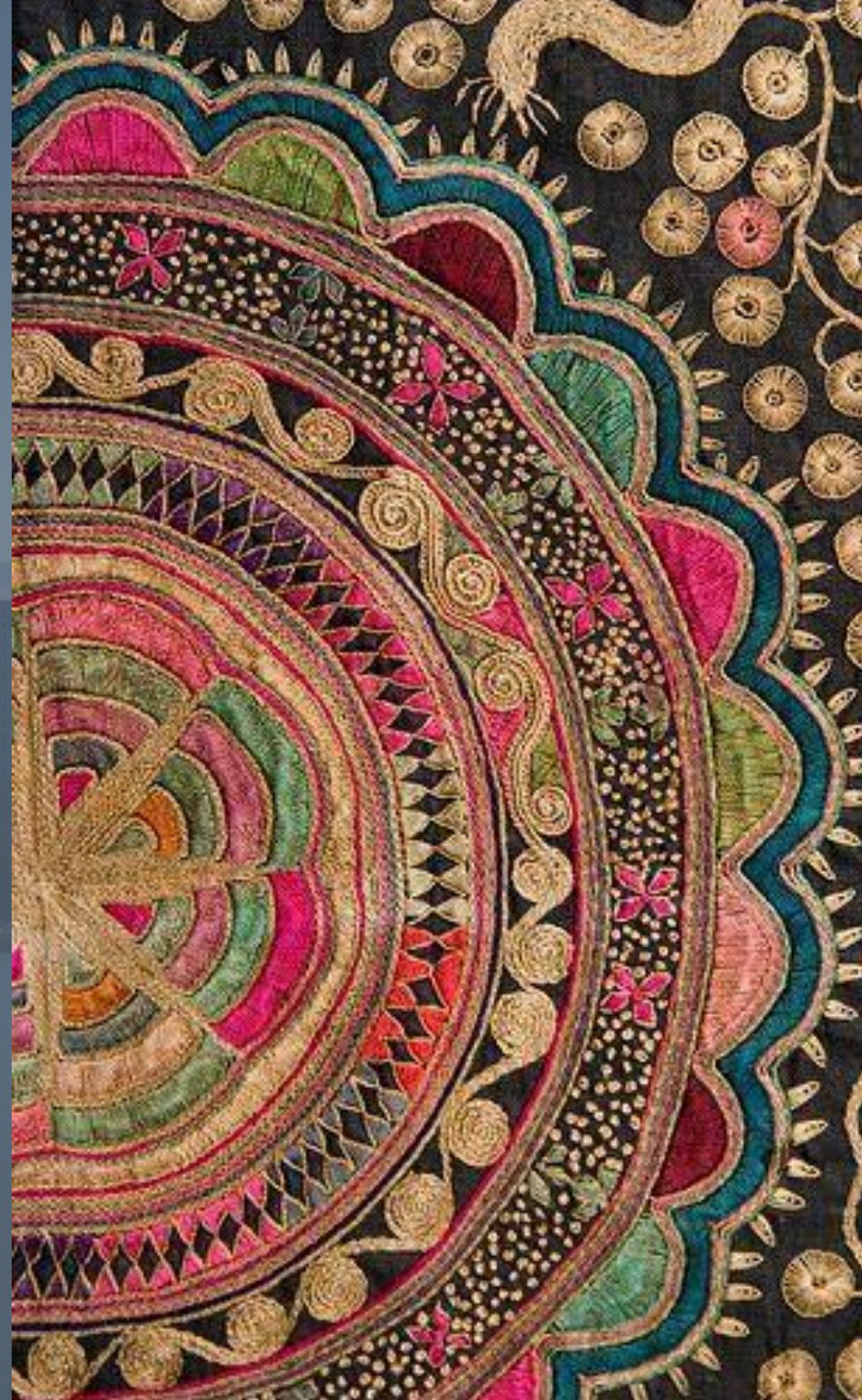


二、活动形式与内容 CONTENT

1、活动介绍

活动的另一重要意义在于，解决了以往中国文化产品因时间局促、策展粗糙、缺乏创新等原因造成的影响力不足的问题。此次“精致中国”系列活动遴选了德国柏林及勃兰登堡州范围内影响力较大的手工艺市场和展会，并通过全年持续的展览、展销活动，不断强化市场目标客户的观感和喜好，以保证展示效果及产品销售的最大化。

Another important significance of the activity is to solve the problem of insufficient influence of Chinese cultural products due to time constraints, curatorial curiosity and lack of innovation. The “Exquisite China” Handicraft Fairs selected the most influential handicraft market and exhibitions in [Berlin-Brandenburg, Germany](#), and continued to strengthen the perception and preferences of target customers through continuous exhibitions and sales activities throughout the year to ensure the display effect and product sales to maximize.



二、活动形式与内容 CONTENT

2、活动安排

德国柏林区域内的展销作为系列活动的第一部分，做以下安排：



2.1 柏林博物馆岛手工艺市场展销活动 Berliner Kunstmarkt Museumsinsel



因其优越的地理位置和超强的人脉基础，深受柏林人民的喜爱。博物馆岛每次活动均可吸引众多艺术家、收藏家、设计师及民众前往欣赏和购买，是柏林最具影响力的室外手工艺品展销活动。

Because of its superior geographical location and strong network of contacts, it is deeply loved by the people of Berlin. Every event on the Museum Island attracts many artists, collectors, designers and people to enjoy and buy. It is Berlin's most influential outdoor handicrafts trade fair.

2.2. 柏林弗洛瑙文化手工艺展 Berlin Frohnau Kunstmarkt



自2004年以来的西柏林传统手工艺品展览销售活动，集合了大量专业手工艺工匠进行展示销售。活动位于柏林最富裕人口聚集区，环境优美、人流巨大，设有其它分会场且手工艺品成交比例和金额较大。每年春秋两季举办。

Since 2004 is the Berlin Frohnau Kunstmarkt one of the most famous Berlin traditional handicrafts trade fair and has gathered a large number of professional craftsmen to display and sell. The activity is located in the most affluent population area in Berlin. The strength of this trade fair is the beautiful location and the huge flow of people. In this case, the proportion and amount of handicrafts at this fair are large. It is held every spring and autumn.

2.3. 柏林夏洛腾堡传统艺术手工艺展 Berlin Charlottenburg Kunstmarkt



柏林规模较大的专业传统艺术品与手工艺品展。活动位于夏洛滕堡奥本海姆博物馆（Villa Oppenheim）前，夏洛滕堡春季传统艺术品展与夏洛滕堡圣诞艺术品展一同成为柏林最具特色的传统展览。活动主要展出和销售包括提供各种手工艺品，艺术和古董物品等。活动每年五月初举办。

Large and professional traditional art and handicrafts exhibition in Berlin. Locates in front of the Villa Oppenheim in Charlottenburg and belongs to Berlin's most distinctive traditional exhibitions with Charlottenburg Christmas Art Exhibition. The main exhibits and sales of the event include the provision of various handicrafts, art and antique items. The event is held every May at the beginning of May.

2.4. 柏林Bazaar手工艺品展会 Berlin Bazaar 2020



德国大型国际手工艺品展。展会每年11月在柏林博览会中心举办。展会以世界文化融合与文化多样性魅力为主题，有来自世界60多个国家/地区的500多家参展商展示其独特的产品。展会分为：世界市场，艺术与风格，自然生活，公平贸易市场和冬季居家共五个主题。

Large international handicraft exhibition in Germany. The exhibition is held every November at the Berlin Expo Exhibition Center. The theme of the exhibition is the integration of world culture and cultural diversity. More than 500 exhibitors from more than 60 countries around the world showcase their unique products. The exhibition is divided into five themes: world market, art and style, natural life, fair trade market and winter home.

三、参与优势 ADVANTAGE OF PARTICIPATION

**“精致中国”作为贯穿全年的展示与销售活动，为企业提供以下参与优势：
“Exquisite China” is the showcase and sales activity throughout the year, providing the following participation advantages for enterprises:**

1、直接进入欧洲主流市场

在目前国内经济形势严重下滑，内部需求明显不足的情况下，“精致中国”系列活动为中国文化产品企业提供了一个绝好的向外发展的机会。柏林是德国最大城市，具有三百万常住人口，是欧洲乃至全世界经济发展潜力最大的城市。柏林具有浓厚的文化内涵与文化氛围，聚集了大量中产以上阶层客户群体。而且，据德国官方数据，柏林人（含勃兰登堡地区）在文化产品消费上的支出，相比其它城市名列前茅。

1. Direct access to the mainstream European market

Under the current severe situation of the domestic economic situation and the apparent lack of internal demand, the “Exquisite China” series of activities provided an excellent opportunity for Chinese cultural products enterprises to develop outward. Berlin is the largest city in Germany with a population of 3 million and is the city with the greatest economic potential in Europe and the world. Berlin has a strong cultural connotation and cultural atmosphere, and has gathered a large number of customers from the middle class and above. Moreover, according to official German data, Berliners (including the Brandenburg region) spend more on cultural product consumption than other cities.

三、参与优势 ADVANTAGE OF PARTICIPATION

2、参与形式创新而灵活

文化产品企业（个人）委托主办方代为参与“精致中国”德国系列活动的形式，摆脱了传统一过式的德国展会参与模式，摒弃了展示与销售效果不彰的弊端。在长达一年的委托时间内，主办方可根据区域市场的需求，不断调整、参与不同类型的展会与活动，充分的为目标客户展示中国文化企业的精美产品，并同时完成产品销售和客户的积累。此模式在国内尚属首次，而通过双方互惠、互信共同努力，相信会为中国传统文化企业成功走向世界，挣脱经营困局提供一条理想的道路。

2. Innovative and flexible way of participation

The cultural products company (individual) entrusted the organizers to participate in the form of the “exquisite China” German series of activities and got rid of the traditional one-off German exhibition participation mode, abandoned the drawbacks of the display and sales effects. During the one-year entrustment period, the organizer can continuously adjust and participate in different types of exhibitions and events according to the needs of the regional market, fully display the exquisite products of Chinese cultural enterprises for the target customers, and simultaneously complete the product sales and customers. The accumulation. This model is the first in China, and through the mutual efforts of mutual benefit and mutual trust, it is believed that it will provide an ideal path for Chinese traditional cultural enterprises to successfully go global and break away from the dilemma of management.

三、参与优势 ADVANTAGE OF PARTICIPATION

3、扩大国际化视野与合作

以故宫皇家传统文化元素与企业跨界合作模式，引领了中国文化创意类产品发展的潮流。但是，我们也需要看到，过渡消费传统文化IP，会导致极端市场情况的发生。而中国传统文化走向国门，寻找更大的国际市场与合作，是所有中国文化企业的使命与任务。作为欧洲文化创新最为活跃的区域，德国聚集了大量高质量、高水平的文化艺术机构和群体。历史文化元素与知名企业的合作，更是在深度和品位上处于世界领先水平。中国文化企业借助“精致中国”等活动可以切实的开拓国际文化视野，深入参与国际文化合作，加大中国文化企业的国际影响力和外汇盈利水平。

3. Expansion of international vision and cooperation

Taking the royal traditional cultural elements of the Forbidden City and the cross-border cooperation mode of enterprises, it has led the trend of the development of Chinese cultural and creative products. However, we also need to see that the transitional consumption of traditional cultural IP will lead to extreme market conditions. The traditional Chinese culture goes abroad and seeks a bigger international market and cooperation. It is the mission and mission of all Chinese cultural enterprises. As the most active area for cultural innovation in Europe, Germany has gathered numerous high-quality, high-level cultural and artistic institutions and groups. The cooperation between historical and cultural elements and well-known enterprises is at the world's leading level in terms of depth and taste. With the help of "Exquisite China", Chinese cultural enterprises can effectively explore the international cultural vision, deeply participate in international cultural cooperation, and increase the international influence and foreign exchange profitability of Chinese cultural enterprises.

三、参与优势 ADVANTAGE OF PARTICIPATION

4、共同走入多赢之路

在商业世界中，一方赢不叫赢，多方赢才叫赢。衡量一个商业方案和模式是否成功，取决于多赢结果的出现。“精致中国”系列活动的推出，弥补改善了国际商业信息不对等、国际短期参展费高效低、不同国家文化认同差异等问题，扫清了一系列中国文化企业走出去的绊脚石，真正完成商业世界中多赢的终极目标。

4. More Than Win-win

In the business world is the mutual Win-win module the most important thing. Measuring the success of a business scenario and model depends on the emergence of a win-win outcome. The launch of the "Exquisite China" series of activities has improved the problems of unequal international business information, low international short-term participation fees, and differences in cultural identity between different countries. It has cleared a series of stumbling blocks for Chinese cultural enterprises to go out and truly complete the business world, to achieve the ultimate goal : the mutual success.

四、参与条件 PREREQUISITE

2.企业（个人）所参展产品为非遗或文创类（附清单）

The products exhibited by enterprises (individuals) belongs to chinese intangible heritage or cultural and creative produts (with list)

4.须提交完整的产品介绍和相关图片及视频等

Must submit a report of complete product introduction and related pictures and videos, etc.

1.在中国合法注册的商业企业（包含个人）

A legally registered business enterprise in China (including individuals)

3.赴德国参展所有产品无任何知识产权风险

Produts for the exhibition in Germany muss be without any intellectual property risk



四、参与条件 PREREQUISITE

6.中国工艺品大师、非遗传承人需提供证明资料

Chinese handicraft masters and chinese intangible heritage inheritors are required to provide supporting documents

8.参展产品必须符合法律、运输、销售等要求

To be exhibited products must meet legal, transportation, sales and other requirements

5.纯手工艺品需提供特别制作流程及相关影像资料

Pure handicrafts need to provide special production processes and related image materials

7.委托参与须授权被委托方为独家（或唯一）

Entrusted participation must authorize the entrusted party to be exclusive one.

9.有能力（或意愿）满足海外产品定制要求

Ability (or willingness) to meet overseas product customization requirements



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六、附件目录 ANNEX



一

商业合同书 Business Contract



二

授权委托书（独家）
Power of Attorney (Exclusive)



三

参展产品范围清单
List of exhibiting products



四

主办方资质证明
Sponsor qualification certificate



五

其它需提供的文件 Others



期待您的加入！

We are looking forward
to your participation!



THANKS

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