

KUNSHAN

**Business • Tourism • Culture**  
**Carnival**

2019.9.11-9.16

# Introduction

## Background

Brands and Products Expo (BPE) was founded in Hong Kong. The purpose is to promote the overall situation of Hong Kong's manufacturing industry, the latest products, technologies and services to the business community at home and abroad. It is known for its wide range of products and affordable prices.

## Enterprises in Kunshan

- Goodbaby Group
- Giant
- Po-Li Group
- Uni-President



## Tourism

- Interaction between Kunshan Tourism Association and Consulates
- Fully promote the local tourism industry
- Introduce resources from Consulates
- Experience the diverse tourism of world
- Mutual promotion of cooperation and exchange among countries in the field of tourism

## Culture

- Peony Pavilion - Kunqu Opera
- The first of China's four famous embroidery - Su Embroidery
- Hand-painted craft - Folding Fan
- Famous delicacies - Aozao Noodle & Wansan Trotters

# Life Hub @ Kunshan

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**Life Hub @ Kunshan** is Chongbang Group' s first project located in Jiangsu Province. The 160,000 square meters commercial plaza comprises retail, tourism, culture and entertainment sections. It integrates local features into architectural design , so that the classical and modern culture, inherited and innovative architectural style can be fully expressed in the commercial scenery.





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## PART 01

# 场地及展位规划

Site & Exhibition Area Planning

# Central Plaza



## Location:

Central Plaza is in the middle of Life Hub @ Kunshan. It is surrounded by tenants and customers.

## Size:

31m×48m

Around 1500m<sup>2</sup>

## Facilities:

- Stage with basic light and sound system
- LED Screen (above the stage) for live broadcast and videos playing



# Exhibition Area Planning

Around 70 booths, Width of aisle 4.5m

Size of regular booth 2.5m×3m

- "Business" booths
- "Tourism" booths
- "Culture" booths
- "Special" booths
- The moving lines

Plan to invite a number of high-quality brands from all over the world to display and sell products that will involve food, beauty, daily necessities, alcohol and other aspects.

Cooperative institutions: consulates, tourism boards, chambers of commerce and others.



## PART 02

# 展位品类介绍

Booth Category Introduction



# International Gathering - Brand Cooperation



## 01 Life Hub provides :

- Event venues  
(Brands don't need to pay venue fees)
- Overall construction and booth provide
- Commodity warehousing
- On-site hydropower protection
- Security and cleaner
- Daily management
- Media promotion



## 02 Brands provide :

- High-quality goods (special discount)
- Booth material layout
- Staff of brands
- Licenses and introduction
- Material list
- Commodity transportation





# International Gathering — Asia

## Malaysia



## Korea





## Thailand



## Sri Lanka



## International Gathering — Asia



## Turkey



# International Gathering — Oceania

Australia



Fiji



Czech



# International Gathering — Europe





# International Gathering — Europe

## Bulgaria



# International Gathering — Latin America



## Chile



## Argentina



**Original Taste  
and Flavor**  
— Local Delicacy





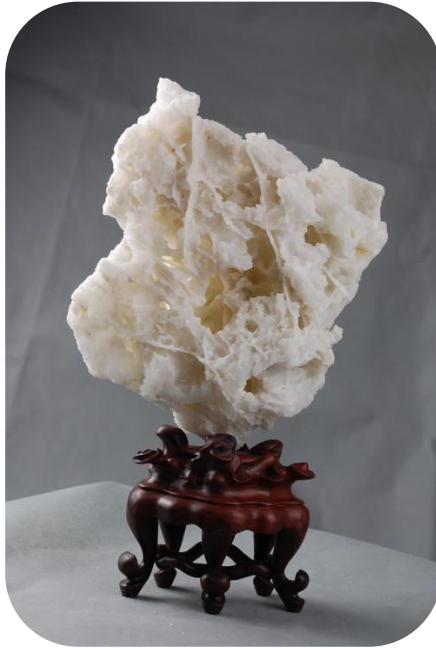
# Pride of Kunshan

## — Local Enterprises





United participants of Suzhou Creative & Design Cultural Industry Expo, creative resources from Taiwan and Hubnovo to present the craftsmanship.



## Heritage of Quintessence — Traditional Crafts





**HUAWEI WATCH 2**

让运动更自由



**I love Domestic  
Products**  
— Living Home Pavilion



## PART 03

# 展位设计参考

Booth Design Reference



# Design Reference - Entrance





# Design Reference - Booth



- Overseas cultural style booth
- Will fully integrate local characteristic design elements into booths
- Create booths in various shapes to attract citizens



## **PART 04**

# **活动规划**

## **Event Planning**



# Event Planning



## Opening Ceremony

On Sep 11<sup>th</sup>, Kunshan Government and Chongbang Group will invite specialty brands based in Kunshan and surrounding area to cut the ribbon and announce the opening of carnival.



## Performance

From Sep 11<sup>th</sup> to 16<sup>th</sup>, Life Hub @ Kunshan will prepare featured programs of Kunshan and international performances for customers.



## Experience

From Sep 11<sup>th</sup> to 16<sup>th</sup>, enjoy traditional works and realize the culture of inheritance. Learn craftsmanship and experience.



## Booth Design Evaluation

From Sep 11<sup>th</sup> to 16<sup>th</sup>, the vote on the best booth design will be held. The result will be released on Sep 16<sup>th</sup>.



# International Fasion — Performance

Artists from **different countries** will show citizens the charm of international culture through their distinctive performances, combined with wonderful and unique music.

● Show Venue: Central Plaza





# International Resources

**Partners:** consulates, tourism bureaus, airlines, travel agencies, etc.

01

**Opening Ceremony:** Invite co-guests to attend the ceremony and promote goods and culture of their countries to citizens.

02

**Performance:** Invite various performances and provide stage and equipment support, so that show customers national styles from all over the world.

03

**Travel sharing:** Share the unique natural tourism resources of various countries, show the unique charm of customs.

04

**Gifts:** Hold interactive games, win sponsorship gifts. Improve participation enthusiasm of citizens and create publicity hotspot.

05

**Promotion:** Use official platforms of the consulates and tourism bureaus to promote.



**嘉年华主题日初步活动计划 ( 2019年9月11日-9月16日 )**  
**Preliminary Plan for Theme Day ( Period: 11th - 16th Sep, 2019)**

日期 Date	主题 ( 待定 ) Theme ( Pending )	活动内容设想 Content Plan	合作机构 Organization
9月11日 11th September	开幕式 Opening Ceremony	a. 昆曲演出 / Kun Opera b. 莎士比亚戏剧 / Shakespearean Plays c. 其它演出 / Other Performances	上海大剧院 / Shanghai Grand Theatre 上海戏剧学院 / Shanghai Theatre Academy 其它机构 / Other Partners
9月12日 12th September	品牌分享日 Brand Promotion Day	a. 斐济服装设计分享 / Fiji Fashion Design Sharing b. 航空公司推介 / Airline Promotion c. 其他品牌 / Other Brands	合作品牌 Cooperative Brands
9月13日 13th September	韩国主题日 Korea Day	a. 韩国美妆体验 / Korean Make-up Experience b. 四物游戏互动 / Korean Folk Games c. K-POP演出 / K-POP Show	驻上海韩国文化院 Korean Cultural Centre in Shanghai
9月14日 14th September	马来西亚主题日 Malaysia Day	a. 马来传统文化 ( 演出+海娜手绘 ) / Traditional Culture (Dance Show + Henna Tattoo) b. 马来西亚旅游推介 / Malaysia Tourism Promotion c. 马来燕窝体验工作坊 / Bird's Nest VIP Workshop	马来西亚旅游局 Consulate General of Malaysia ( Tourism Section)
9月15日 15th September	捷克主题日 Czech Day	a. 捷克交响乐 / Symphony Performance b. 捷克旅游与签证讯息分享 / Tourism and Visa Sharing c. 品牌烘焙展示 / Brand Baking Showcase	捷克旅游局 / Czech Tourism in Shanghai 上海大剧院 / Shanghai Grand Theatre
9月16日 16th September	闭幕式 Closing Ceremony	a. 传统中国文化演出 / Performances of Chinese Traditional Culture	上海大剧院 / Shanghai Grand Theatre

※ 主题日活动将主要于演绎舞台进行。

Most of the events referred to above will be held at Arena.





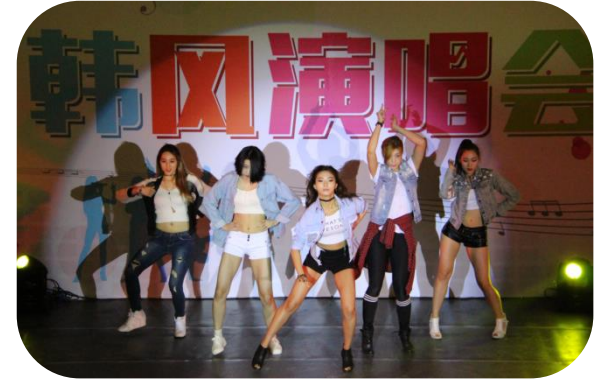
## International Show - Asia



➤ Malaysia



➤ Sri Lanka



➤ Korea



## International Show - Africa



➤ Egypt



## International Show – Latin America

### ➤ Argentina



### ➤ Mexico



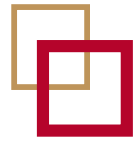
### ➤ Latin Band

### ➤ Colombia



### ➤ Cuba





## Tourism Brands

### Airlines Brands:

- Juneyao Airlines
- Air Macau



### Travel Agency:

- Tongcheng

- Cooperation points:**
1. Negotiate the replacement of resources, strive to sponsor prizes, improve participation of customers. such as: Air tickets, cruises, hotels, etc.
  2. Hold tourism sharing sessions (with tourist boards) to enrich the content of activities and promote the tourism characteristics of various countries.

## PART 05

# 媒体宣传

## Media Promotion



## Guest-storage Period

8.10-9.10

### Work with various medias, expand the momentum

Shanghai, Suzhou, Taicang, Changshu, Huaqiao, Jiading and other Kunshan surrounding cities.

**Traditional medias:** Building frame, bus body, radio station

**Online medias:** Toutiao, Wechat Moment, Tencent News, Tencent videos, Kunshan Forum

**Other medias:** Replace ads with partners

**Media in Life Hub:** Official account, on-site billboards

## Blasting Period

9.11-9.16

### On-site interviews , intensive exposure

**Traditional medias:** Building frame, bus body, radio station

**Online medias:** Kunshan Daily, Kunshan Radio, Kunshan TV, Suzhou TV, Huaqiao TV and other authoritative medias, Wechat Moment, KOL in Suzhou and Kunshan, Tik Tok short video, etc.

**Other medias:** Replace ads with partners

**Media in Life Hub:** Official account, on-site billboards

谢谢观看  
Thanks for watching