



2022

中国海洋经济博览会
CHINA MARINE ECONOMY EXPO

邀请函 INVITATION LETTER



振威国际会展集团 北京振威展览有限公司

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时间：2022年11月24日-26日

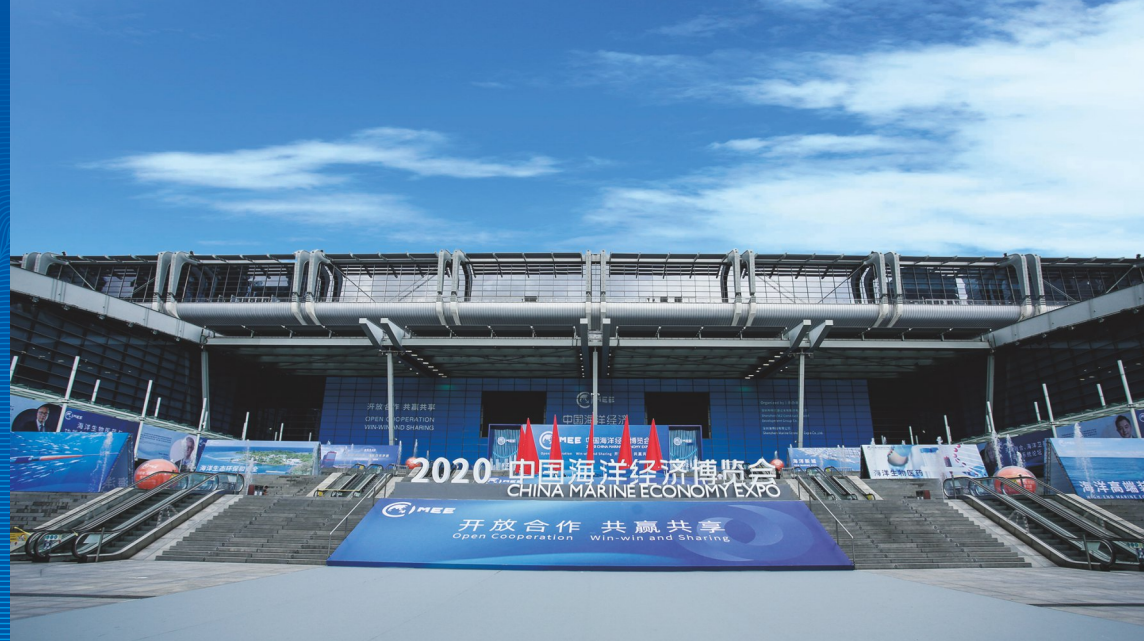
TIME: November 24-26, 2022



地点：深圳 福田 会展中心

VENUE: Shenzhen Convention & Exhibition Center,
Futian District, Shenzhen

科	创	赋	能	·	共	享	深	蓝
SHARING THE DEEP BLUE THROUGH TECHNOLOGICAL INNOVATION								



中国海洋经济博览会(简称“海博会”)是我国唯一的国家级海洋经济展会。2019年移师深圳后已成功举办两届,为推动中国海洋经济高质量发展、促进国际海洋经济交流与合作作出了积极的贡献。

2019海博会开幕之际,中共中央总书记、国家主席、中央军委主席习近平发来贺信,强调举办海博会旨在为世界沿海国家搭建一个开放合作、共赢共享的平台。

为深入贯彻习近平总书记关于建设“海洋强国”的重要论述、构建“海洋命运共同体”的重要理念,落实习近平总书记在深圳经济特区建立40周年庆祝大会上的重要讲话和指示批示精神,2022海博会将以更高起点、更高质量、更国际化的标准于11月24-26日在深圳会展中心(福田区)举办。

围绕“十四五”海洋经济发展的新使命和新任务,本届海博会将以“科创赋能,共享深蓝”为主题,推出展会、论坛和配套活动三大内容板块,旨在打造集技术交流、产品展示、成果交易、高端论坛、招商引资于一体的国家级国际化海洋经济展会。

诚邀相关领域企业和各界人士参展参会,期待与您相聚鹏城,共享海洋经济发展成果。

China Marine Economy Expo (hereinafter referred to as "CMEE") is China's unique national marine economy expo. Since it was relocated to Shenzhen in 2019, two sessions have been successfully held, making positive contributions to promoting the high-quality development of China's marine economy and international exchanges and cooperation in the realm of marine economy.

At the Opening Ceremony of CMEE 2019, Xi Jinping, General Secretary of the CPC Central Committee, President of the State, and Chairman of the Central Military Commission, emphasized in his congratulatory letter that the purpose of the event was to establish an open platform for cooperation, sharing and mutual benefits among coastal countries around the globe.

In order to thoroughly implement General Secretary Xi Jinping's important expositions on building a "maritime power" and important concept of building a "marine community of shared future", and the spirits of his important speech and instructions given at the conference to celebrate the 40th anniversary of the establishment of the Shenzhen Special Economic Zone, CMEE 2022 will be held at the Shenzhen Convention and Exhibition Center (Futian District) during November 24-26 from a higher starting point with higher quality and recognized international standards.

Focusing on the new missions and tasks of the development of marine economy in the "14th Five-Year Plan", this session of CMEE will launch exhibitions, forums, and supporting activities, with the theme of "Sharing the Deep Blue Through Technological Innovation" and the aim of building a state-level international marine economy expo integrating technology exchanges, product demonstrations, results transactions, high-end forums, and investment promotion.

We sincerely invite enterprises in related sectors and individuals from all walks of life to participate in this grand event, and look forward to meeting you in Shenzhen to share the fruits of marine economy development.

FOUR "HIGHLIGHTS" OF CMEE 2022

2022海博会四大"发力点"



01 | FORMING THE "6+6+6" EXHIBITION SCALE AND PLAYING ITS ROLE OF "TREND INDICATOR"

设置"6+6+6"展览模式，发挥"风向标"作用

6万平+6大板块+6百余企业,围绕“十四五”重点产业布局,设立海洋港口与航运、海洋油气与矿产资源开发、海洋渔业、海洋健康与医药、海洋安全和环保、海洋旅游与文化6大板块。各板块高精尖技术产品集中亮相，一批新技术新产品震撼发布。

With 60,000m² + 6 sectors + over 600 enterprises, laying out key industries according to the "14th Five-Year Plan", this session of CMEE has set up six sectors, including Marine port and shipping, The Development of Offshore Oil, Gas and Mineral Resources, Marine Fisheries, Marine Health and Medicine, Marine Safety and Environmental Protection, Marine Tourism and Culture, High-grade, high-precision and advanced technologies and products of various sectors will be unveiled. A unumber of new technologies and products are bound to surprise the audience.

02 | CONTINUING WITH THE "1+N" FORUM MODEL AND PLAYING THE ROLE OF A "MEETING ROOM"

延续"1+N"论坛模式，发挥"会客厅"作用

延续“1场宏观论坛+N场专业论坛”模式,邀请国内外院士、专家学者、名企高管,共同论道海洋产业发展趋势、技术前沿和热点问题,搭建企业和海内外高校、科研机构的对接桥梁,形成多元交流合作平台,打造多功能“海洋产业国际会客厅”。

The "one strategic forum + various professional forums" model will be continued. Domestic and foreign academicians, experts, scholars, and executives of renowned enterprises are invited to discuss the development trend, technological frontiers and hot topics of marine industry. The purpose is to build bridges among enterprises, universities and scientific research institutions at home and abroad, form a diversified exchange and cooperation platform, and create a multi-functional "international meeting room of marine industry".





03 | LAYING OUT AND OPTIMIZING THE ECOSYSTEM AND PLAYING THE ROLE OF A "BOOSTER"

布局和优化生态圈，发挥"助推器"作用

邀请行业领军企业和上下游关联企业、重要科研院所、高校参展和创新中心参展。邀请国内外各级政府、团组及投融资机构举办各类活动，增强金融业资源集成能力，促成产业对接和成果转化，搭建陆企下海服务“窗口”，助力陆地企业“出圈”下海，助推一批海洋企业。

Industry leading enterprises and upstream and downstream related companies, key scientific research institutions, universities and innovation centers are invited to participate in the exhibition. Governments at all levels at home and abroad, delegations and investment and financing institutions are invited to organize various activities to enhance the resource integration capabilities of the financial industry, and facilitate industry matchmaking and achievement transformation. A "window" will be built to help land-based enterprises to set off into "the marine circle", and boost the growth of marine enterprises.



04 | CREATING AN ALL-MEDIA COMMUNICATION MATRIX AND PLAYING THE ROLE OF A "SPEAKER"

打造全媒体传播矩阵，发挥"扬声器"作用

形成央省市官媒首推，大众化传媒和专业化传媒全网扩散，线下联动、融合造势的全媒体传播路径和宣传声势。充分整合资源平台，挖掘参展企业宣传点，扩大参展企业影响力、渗透力。

Coverage of the central, provincial and municipal official media will be arranged, and mass media and specialized media will also be engaged to promote the event across the whole network. Offline campaigns will be integrated to cover all communication paths and form a momentum of linkage. Resource platforms will be fully integrated and publicity potentials of exhibitors will be unearthed to expand the influence and penetrability of exhibitors.



"FIGURES" OF CMEE 2020

"数"看2020海博会



3,5000

VISITORS

来自全国各地的3.5万人参观了线下展览。

Thirty-five thousand people from all over the country visited the offline exhibition.



608

EXHIBITORS

展览面积60000平方米；

40多个涉海行业细分领域的608家企业参展；

外资企业及中外合资企业67家。

The exhibition area reached 60,000m²; 608 exhibitors from more than 40 marine-related industry segments participated in the expo; 67 foreign-funded enterprises and Sino-foreign joint ventures were included.

19

HIGH-END FORUMS

举办海洋经济领域高端论坛19场；

超过3000人参加线下论坛；

超过30000人观看在线论坛。

Nineteen high-end forums in the field of marine economy were held; more than 3,000 people participated in the offline forums; more than 30,000 people watched the online forums.



20

COUNTRIES AND REGIONS

20个国家和地区的近300位嘉宾发表了演讲；

其中包括潘德炉、周守为、高德利、何友、陈湘生、杨志峰等20位国内外院士。

Nearly 300 guests from 20 countries and regions delivered speeches, including 20 domestic and international academicians such as Pan Delu, Zhou Shouwei, Gao Deli, He You, Chen Xiangsheng and Yang Zhifeng.

2

NATIONAL GREAT INVENTIONS

2大国之重器“深海一号”暨“蛟龙号”、“天鲲号”实船抵深助力海博会。

"Deep Sea No.1" ("the manned deep-sea submersible Jiaolong") and "Tian Kun Hao" vessels, arrived in Shenzhen to root for the CMEE.

113

SUPPORTING ACTIVITIES

开展113场配套活动；

发布了《2020中国海洋经济发展指数》《蓝色经济股票价格指数》等重要成果；达成签约及意向合作1768项；首发新产品新技术332项。

One hundred and thirteen supporting activities were carried out; important achievements such as "China Ocean Economic Development Index 2020" and "Blue Economy Stock Price Index" were released; 1,768 contracts and intended cooperations were concluded; 332 new products and technologies were released.

1500

REPORTS AND REPRINTS

包括人民日报、新华社、中央广播电视总台、中国新闻社、中国自然资源报、学习强国等近100家媒体参与报道；

报道和转载数量达1500余次。

Nearly 100 media including People's Daily, Xinhua News Agency, CCTV, China News Service, iziran.net, and xuexi.cn participated in the coverage; over 1,500 reports and reprints were achieved.

VOICES FROM CMEE

"博"听海博会

海博会的举办意义非凡，很好地展示了多边合作，我们在此分享做法、经验和洞见。深圳是一座成功的城市，也在举办很多有意义的活动，非常渴望与深圳建立良好、紧密的合作关系，共同打造蓝色经济。未来，希望和深圳以及中国其他城市建立伙伴关系，共同实现海洋经济的可持续发展。

——世界海洋理事会主席兼首席执行官 保罗·霍尔萨斯

The hosting of China Marine Economy Expo makes perfect sense and provides an good example of multilateral cooperation. It enables us to share our practices, experiences and insights. Shenzhen is a successful city. It is a place for many meaningful events. A lot of institutions and organizations are eager to establish close cooperation with Shenzhen to build a blue economy. In the future, we hope to work with Shenzhen and other cities in China to promote the sustainable development of the marine economy.

—Paul Holthus, President and CEO of the World Ocean Council

海博会经过多年的积淀，尤其在国家部委、广东省和深圳市的共同支持下，国际影响力不断提升，国内外展商参展、参会并达成签约及意向合作，成果丰硕。相信未来海博会将为全球海洋经济发展作出更大贡献。

——招商局能源运输股份有限公司副总经理 闫武山

China Marine Economy Expo has enhanced its global influence in the past few years, especially with the support of national ministries and commissions, Guangdong provincial government and Shenzhen municipal government. Many Chinese and foreign exhibitors have participated in the Expo and reached agreements and intent cooperation. It is believed that the Expo will make greater contributions to the development of the global marine economy in the future.

—Yan Wushan, Deputy General Manager of China Merchants Energy Shipping Co., Ltd.

在深圳举办的海博会，可以让更多人关注到海洋经济对亚洲发展的贡献，这是充满想象力的发展未来。

——全球海洋投资领域专家、瑞信集团影响力咨询和财务首席执行官 玛丽莎·德鲁

China Marine Economy Expo (held in Shenzhen) makes people more aware of the benefit of marine economy to the development of Asia, making the future filled with promise and possibility

—Marisa Drew, Expert of Global Marine Investment and CEO of Impact Consulting and Finance of Credit Suisse Group

海博会让中集海工品牌提升，收获满满。2020海博会上，中集海工与中国美术学院结缘，2021年6月成功签署合作协议，专门针对深圳海洋文旅科教需求，成立海洋设计联合工作室，创作设计多套海上文旅科教综合体平台方案。中集海工作为海洋工程的行业龙头，没有理由不参加海博会这一代表中国海洋经济发展风向标的行业盛会！

——中集海洋工程有限公司战略总监 潘细录

China Marine Economy Expo has promoted our brand value and made us gain a better grasp of the industry. At the 2020 China Marine Economy Expo, we built partnership with China Academy of Arts and signed a cooperation agreement in June 2021. To meet the needs of Shenzhen's marine culture, tourism, science and education, we established a joint marine design studio to develop multiple integrated platform schemes. As the leader of marine engineering, we have no reason to miss out on such Expo that indicates the trend of China's marine economic development!

—Pan Xilu, Strategic Director of CIMC Marine Engineering Co., Ltd.

WE ARE SINCERELY INVITING YOU TO CMEE 2022

诚邀参加2022海博会

2022海博会,最不可错过的海洋盛会

在这里,您可以:

看到海洋科技发展

找到产业转化窗口

挖掘商机开拓市场

获取全球前沿观点

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2019海博会首次落户深圳,亮点纷呈,备受好评;

2020海博会践行“开放合作、共赢共享”主旨,成果丰硕;

2022海博会厚积薄发,再续新篇,期待与您共享“蓝色机遇”。

CMEE 2022, the most unmissable ocean-themed event

At CMEE 2022, you can: learn the development achievements of marine technology, find the window of industrial transformation, explore business opportunities and expand markets, have access to global frontier views.....

Settled in Shenzhen for the first time, CMEE 2019 presented many highlights and was highly acclaimed;

CMEE 2020 achieved fruitful results by implementing the theme of "Open Cooperation, Win-Win & Sharing";

CMEE 2022 is bound to write a new chapter in history with great accumulation. We look forward to sharing the "blue opportunity" with you.



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For details, please
refer to the official WeChat account of CMEE



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