

精品汇聚 亮点纷呈 商机无限

## 第二届中国(广饶)国际橡胶轮胎暨汽车配件展览会5月盛大开幕

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第二届中国(广饶)国际橡胶轮胎暨汽车配件展览会(简称GRTAE 2011)将于2011年5月15日至17日在广饶国际会展中心举办。展会由中国贸促会和山东省政府主办,山东省贸促会与东营市政府承办,广饶县政府、东营市贸促会、中国国际商会山东橡胶轮胎分会、中融商汇(北京)国际会展有限公司具体执行。

本届展会以“汇聚精品、提升层次、加强合作、促进发展”为主题,参展商品包括橡胶轮胎、橡胶机械设备及原辅材料、汽车配件等,展览面积25000平方米。426家企业报名参展,预计到会专业观众30000人次,其中境外客商1200人左右。

### 展会精品荟萃 参展火爆

本届展会在第一届成功举办的基础上再接再厉,参展商报名踊跃,参展火爆。截至目前,报名参会企业5676家10941人。其中,境内企业4850家9860人;境外企业826家1081人。参展企业具

有以下特点:一是国内中国重汽、长安汽车、北汽福田、北京现代、上海华普、比亚迪、上海大众等知名汽车公司已经确定参会。二是境外参展报名企业87家,德国朗盛、莱茵化学、日本三菱等5家世界500强企业已确定参展。三是橡胶轮胎企业品牌多、实力强。134家橡胶轮胎企业参展,其中世界排名第3位的固特异轮胎、第9位的库珀轮胎、第11位的台湾正新轮胎等25家全球轮胎75强企业,以及泰凯英轮胎、陕西延长石油橡胶等一大批国内知名轮胎企业和贸易商纷纷参展。四是橡胶机械设备企业层次高、规模大。报名参展的117家橡胶机械企业中包括烟台飞迈机械、天津赛象、印度拉森特博洛、美国阿尔法、日本SMC等全球橡胶机械30强企业。五是原辅材料企业名气响、类型全。韩国晓星、尼纳斯石油、比利时贝卡尔特、江苏兴达、韩国高丽,全国橡胶巨头广垦橡胶集团、海南天然橡胶产业集团,橡胶助剂类全国前10强武汉泾河、山东阳谷华泰、江西黑猫炭黑等161家企业参展。

### 展会亮点纷呈 商机无限

为打造品牌展会,本届展会亮点纷呈。展会在展商选择、现场管理服务、观众组织、活动安排、行业交流、新品发布、媒体宣传、办展队伍操作和服务水平等方面更追求展会品质建设,更体现国际性、专业性和服务人性化,大大提升了参展览展的附加值。

一是展会期间将举办焰火晚会,还将举办巴西—克罗地亚篮球对抗赛、《功夫王》中泰明星对抗赛等大型活动。

二是举办中欧橡胶技术论坛。已邀请中国橡胶协会技术委员会轮胎委员会主任陈志宏、国际橡胶研究组织常务董事普拉查亚·贾姆帕苏特、德国帕特博恩大学帕尔教授、北京橡胶工业研究设计院教授级高级工程师谢忠麟等多名国际知名专业人士做报告。

三是举行贸易洽谈会。洽谈会主要由贸易洽谈、投资洽谈、科技引进等内容组成。参加人员为国内外政要、重要参展商、重要采购商,众多国内、国际知名企业。

四是举行采购说明会。由美国环球商

务通(AAAOE)与展会组委会合办,将有10多名美国知名国际采购商与中国供应商进行配对洽谈。

五是进行集群基地企业参观考察活动。展会期间,参会代表将参观盛泰车轮年产400万套高强度钢车轮车间、金宇年产2100万套高性能半钢子午胎项目、德瑞宝年产600万套高性能子午胎项目等。

### 展会领跑广饶经济 影响深远

GRTAE已经成为轮胎汽配业内人士不可错过的年度大聚会。在“GRTAE 2010”展会上,达成贸易意向协议187个,意向交易额43亿元;签订投资项目31个,总投资51.55亿元;签订技术合作项目4个。展会进一步促进了广饶县轮胎企业的产能扩大,掀起了新的投资热潮。金宇、恒宇、兴源等多家橡胶轮胎龙头企业纷纷加大投资力度,目前,广饶县具有13个重点子午胎生产项目正在建设中,达产后将新增轮胎产能1.4亿条,广饶轮胎在全球行业中的竞争力和影响力将进一步提高。

通过国际橡胶轮胎暨汽车配件展览会

的举办,广饶县积极引领企业转变发展方式,着力构筑高效生态产业体系,培育形成了造纸、橡胶轮胎、化工、机电、纺织、农产品加工6大主导产业集群,成长起上市企业3家、中国500强企业4家,山东省100强企业6家;全县规模以上工业实现主营业务收入达到1817亿元,建成了全球单厂规模最大的新闻纸生产基地、全国最大的摩擦材料研发制造基地,国内重要的橡胶轮胎、盐化工生产基地,被命名为中国橡胶轮胎出口基地、中国棉纺织名城,橡胶轮胎产业被命名为山东省首批中小企业产业集群。

2009年底和2011年初,国务院分别批复“黄河三角洲高效生态经济区”和“山东蓝色经济区”规划。黄蓝两大战略在东营融合交汇、叠加聚焦,使东营成为山东省唯一全部被纳入两大国家战略的城市。东营在推进黄蓝两区建设中处于重要的战略地位,肩负着率先突破崛起的重大使命。广饶以举办国际橡胶轮胎暨汽车配件展览会为契机,优化产业结构,提升发展层次,必将对东营乃至整个山东经济快速发展起到重要推动作用。

Converge excellence Luminescent spot numerous Business challenge

## The 2nd China (Guangrao) International Rubber Tire & Auto Accessory Exhibition Grandly Open in May

The 2nd China (Guangrao) International Rubber Tire & Auto Accessory Exhibition (called China GRTAE 2011) will be held from May 15th-17th, 2011 in Guangrao International Exhibition Center.

The theme of the exhibition is "Converge Excellence, Advance Level, Strengthen Cooperation, Promote Development". The exhibits include rubber tires, rubber machinery equipment and raw materials, auto accessories and so on. The exhibition area is 25,000 square meters. 426 enterprises have registered to attend the exhibition. There will be 30,000 spectators, including 1200 foreign visitors.

### Boutique carnival Hot scene atmosphere

The number of exhibitors and participators is out of expectation. Until now, 5676 enterprises and 10941 exhibitors registered to attend, among which 4850 domestic enterprises with 9860 exhibitors and 826 foreign enterprises with 1081 exhibitors. Firstly, many famous domestic automobile companies have affirmed to

participate. Secondly, there are 87 foreign enterprises have decided to attend, including five which belong to the top 500 global corporations. Thirdly, rubber tire enterprises possess more brands and strength. Fourthly, the rubber machinery equipment enterprises have high level and large scale. Fifthly, the raw materials enterprises have good reputation and full types.

### Luminescent spot numerous Business challenge

This exhibition will pursue the construction of quality and show internationalization, specialization and human services.

First, hold firework party and basketball match between Brazil and Croatia, Sino-Thai star match-ups and other large activities.

Secondly, hold Sino-Europe rubber technical forum. This exhibition has invited many internationally-known experts to make speeches.

Thirdly, hold trade negotiation buffet. The party is made up of trade talks, investment talks and technical

introductions.

Fourthly, hold purchasing illustration meeting. It is jointly organized by AAAOE and organizing committee and more than 10 well-known American international purchasers, who will negotiate one-to-one with Chinese suppliers.

Fifthly, hold visit activities to cluster base enterprises. During this exhibition, representatives participating in this exhibition will visit ShengTai, Jinyu and Deribao.

### Guide economy Influence profoundly

GRTAE has become the annual party insiders in tire and auto accessory industry cannot miss. The GRTAE2010 achieved 187 trade intention agreements, 4.3 billion RMB intention turnovers. It also signed 31 investment projects with the total amount of 5.155 billion RMB and 4 technical cooperation projects.

With the help of international rubber tire & auto accessory exhibition, Guangrao actively leads their

companies to change the mode of development, strive to build high-effective ecological industrial system, form six leading industrial clusters, including papermaking, rubber tire, chemical engineering, electro mechanic, textile, agriculture product processing. There are 3 listed enterprises, 4 ranked China Top 500 and 6 ranked Shandong Top100. The main business income of above-scale industrial companies has reached to 181.7 billion RMB.

The State Council has approved the planning of Yellow River Delta High-effective Ecological Economic Zone at the end of 2009 and Shandong Peninsula Blue Economic Zone at the beginning of 2011. In the important strategic position, Dongying bears the important historical mission in the first to rise. Guangrao will hold international rubber tire & auto accessory exhibition and takes this opportunity to modify industrial structure and upgrade development level, which will greatly promote rapid development of Dongying and Shandong.



左起中科院院士郭孔辉、中国贸促会副秘书长于晓东、山东省长助理曲植凡、广饶县委书记赵豪忠、山东贸促会会长刘方会在观摩展会



山东贸促会副会长祖庆林(后排左四)东营贸促会会长徐宏云(后排左六)广饶县长田和友(后排左五)等领导出席签约仪式



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中美汽车零部件经济暨技术合作国际研讨会



首届GRTAE展会盛况